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Injury, training woes hit new Mazda plant

By Louise Kertesz
AUTOMOTIVE NEWS STAFF REPORTER
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The number of injuries among workers at Mazda's new plant in Flat Rock, Mich., raises fundamental questions about the much-heralded team manufacturing system, about the quality of training programs funded in part by the state and about a provision in the UAW contract that allows Mazda to use part-time workers who collect no benefits after they are injured.

Injuries such as those being seen at Mazda are "an enormous problem in the auto industry," according to the UAW. But the union, as well as worker advocates and health professionals familiar with the situation said they are concerned about the rate at which the workers were injured at Mazda Motor Manufacturing (U.S.A.) Corp.'s new plant.

Mazda reported 97 repeat or cumulative trauma injuries in 1988. By comparison, Chrysler Motors reported 54 for a much larger workforce at its Sterling Heights, Mich., assembly plant. The Sterling Heights plant employed 3,500 workers on two shifts all year. Mazda's workforce started with a single shift early in 1988; a second shift was added in May and the plant now employs 2,770.

These reported injuries at Flat Rock and Sterling Heights were to the upper extremeties and result from repetitive work such as the use of air tools. They include carpal tunnel syndrome — an injury to the hand or wrist — and other injuries from the shoulder to the hand.

AUTOMOTIVE NEWS/JOE WILSSENS
Brian Blanton, an injured team leader, was fired and is suing Mazda

In Big 3 plants, such injuries generally afflict workers only after periods longer than the Mazda workers have been on the line, said health professionals and the UAW.

But Don Kricho, director of safety and health at Mazda, said the injury rate "peaked a couple of months after the first shift began production (in 1987) and then fell off dramatically." The same pattern was repeated when the second shift was added, he said.

Kricho said his counterparts at other Japanese transplants reported the same injury pattern with their new workforces. Gail Neuman, vice president — human resources at Nissan Motor Manufacturing Corp. U.S.A., said that was "generally true" at Nissan.

The Mazda plant has the safest procedures of any plant they have worked in, said Kricho and James F. Korowin, vice president — manufacturing, both veterans of Big 3 plants.

But the contrast to a traditional Big 3 plant lies in more than the number of injuries. The high number of job classifications and union contract provisions at Big 3 plants ensure that injured workers return to less physically demanding jobs.

But Mazda has no contract requirement to bring back injured workers. As a factor of team production, there are no job classifications that would ensure easy work for an injured worker. So an injury that could be nettlesome for a worker in a Big 3 plant can become debilitating at a team production plant such as Mazda.

Workers told Automotive News they were injured at the Mazda plant, then fired or not called back because of those injuries. Two have filed suit.

Most of those familiar with the problems at the Mazda plant agreed to talk to Auto-

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AD AUDIT

Chevy, GMC look at dealer groups

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Chevrolet and GMC Truck will find out how their dealer groups are spending money generated by their new ad assessments next month when both divisions audit 400 dealer advertising associations.

This is the first audit since September, when the two General Motors divisions instituted a mandatory 1 percent charge on the dealer invoice price of each retail vehicle to cover local advertising.

The audit may turn up a few surprises. For instance, one group — The Chevy Network in Cleveland — sent each of its 73 dealer members a $500 gift certificate for Saks Fifth Avenue from dealer advertising funds.

It also sent each of its members a $2,000 check to attend the National Automobile Dealers Association convention.

Charles Ohl, president of The Chevy Network, defended both expenditures as "administrative expenses." The gift certificates were "one of the benefits of belonging to our dealer group," said Ohl. The checks for the NADA convention were sent to encourage member dealers to attend, he said.

"Going to the NADA convention promotes our business and the automotive business in general," Ohl

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Acura's new flagship: the 1990 NS-X, a $50,000-plus, two-seat, mid-engine sports car

HOT CARS: *Japan's sport models steal Chicago scene*

By Dutch Mandel
AUTOMOTIVE NEWS STAFF REPORTER

CHICAGO — The Windy City featured sub-freezing temperatures for the opening of the Chicago Auto Show, but nothing could cool the heat generated by three Japanese automakers who unveiled their sports cars for the coming decade.

That is not to say the domestic automakers did not try to extinguish the fire lit in their own backyard by Mazda's MX-5 Miata, Nissan's redesigned 300-ZX and Acura's flagship sports car prototype, the NS-X.

Ford took the wraps off two vehicles it kept from last month's North American International Auto Show in Detroit. But try as it did to capture overall show star status, Ford — and all most every other automaker, domestic and import — were upstaged by Japan's new sports car entries.

Ford unveiled Mercury One, a concept model that shows the styling cues for the next generation Tracer, and its 1990 high-line sedan, the Lincoln Town Car. The Town Car, however, is not displayed at the show and was shown to the press at a news conference.

Nissan's redesigned 300-ZX packs 222 to 300 hp

Among the other cars making their North American debut were the two-door Audi Coupe; Sterling's new 827 sedan and five-door SLi; and the Subaru Legacy four-door sedan that recently set a world closed-course endurance speed record for cars in its class.

Rounding out the more than 900 vehicles on display at McCormick Place are those show cars and trucks that debuted last month at auto shows in Detroit and Los Angeles.

Acura targets 300,000 cars but no V-8

By Matt DeLorenzo
AUTOMOTIVE NEWS STAFF REPORTER

CHICAGO — Although a V-8-powered sedan a la Lexus and Infiniti won't be on the Acura program, the division is expected to contribute 300,000 units toward Honda's goal of selling 1 million cars a year within three years.

Tetsuo Chino, president of Honda North America, said the top position in Acura's lineup will be filled by the V-6-powered NS-X two-seat sports car, unveiled at the Chicago Auto Show. Only 3,000 cars, which will be priced in the $50,000 to $60,000 range, will be sold per year with the remainder of Acura's sales split between Legend and Integra.

Chino also admitted that some Acura dealers have not turned a profit and the company is working with them.

Early reports on the division seemed to indicate that a V-8 engine for both the NS-X and a "flagship" sedan was under development. But Chino denied that either the powerplant or a sedan to compete with Mercedes-Benz, BMW and the coming Lexus and Infiniti sedans was ever under consideration.

Chino said Honda's U.S. staff is "relieved after seeing the (Lexus and Infiniti) cars. Their target market is not the Acura target market."

While he said Acura is competing with European luxury imports, he said the goal was not the upper reaches, but more of the mid-priced segment. "We stick to the original plan," Chino said, adding that

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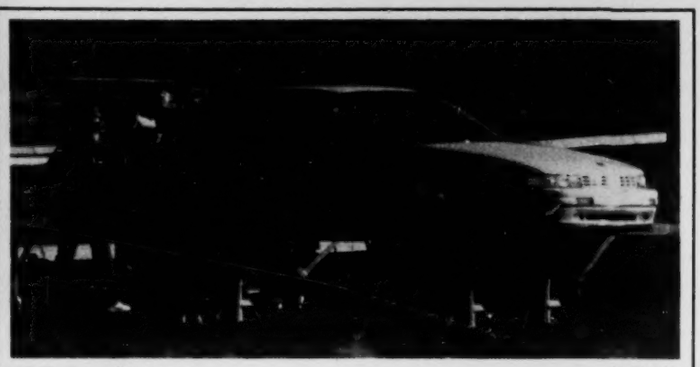

'90 Cutlass Supreme HIDDEN IMAGE

Look what got caught with its wheels up, er, down. It's Oldsmobile's four-door version of the GM10 sedan, a 1990 Cutlass Supreme. The car features wraparound glass for the backlight. The car was snapped in this compromising position up on jackstands near a hotel in the Phoenix, Ariz., area.

GM dumps carryover allowance

By Michelle Krebs
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — General Motors will not pay the 5 percent carryover allowance to dealers on 1989 vehicles left in their inventories when the 1990 model year starts.

The move marks a major shift in the way GM has done business since the 1950s and is certain to anger dealers.

GM would not confirm the elimination of the allowance, but said dealers would receive letters in the next couple weeks regarding "modifications" in the allowance.

Select dealers, however, have been notified of the change and have seen a sample of the letter to be mailed to all GM dealers. It spells out the elimination of the allowance.

Those select dealers have been told that instead of paying the dealer the 5 percent allowance, the divisions will use the money for incentive programs before the traditional year-end cleanup. That, GM officials have told dealers, will help dealers clear out 1989 inventory before the 1990 model year starts.

GM generally sends letters to its dealers at this time of year outlining how much the allowance will be. Traditionally, GM has paid a dealer 5 percent of the retail price of the base car plus factory installed options on vehicles left in the dealer's inventory when the next model year starts. A GM representative generally has come into the dealership to count the leftover vehicles, and a check has been issued to the dealer. Now, dealers will not receive such checks.

In recent years, that allowance hasn't always been 5 percent on every vehicle. The amount paid on lower-margin captive imports, for example, has been less than 5 percent or eliminated entirely.

At the end of the 1986 and 1987 model years when GM had a million cars left over, dealers gave up part of the allowance to fund massive year-end cleanup programs. In those years, dealers had the option of taking only half of the allowance to participate in "The Big One" program.

In the 1988 model year, GM reinstated the 5 percent carryover allowance because the automaker had kept production in line with sales throughout the year and dealers were left with far less inventory than the previous year.

Upcoming changes in the carryover allowance already have drawn criticism from dealers who know about it, and the move undoubtedly will trigger even more protest when the entire GM dealer body is made aware of it.

Dealers say it will force them to be conservative in ordering vehicles for toward the end of the model year.

Dealers aware of the change complain that they will have no way to ascertain whether the carryover money is really used for incentive programs. In addition, some say national programs aren't always helpful since markets vary from region to region. Those individuals argue that they know their markets better than GM does, and therefore they could put the funds to better use than GM can.

Others say it is yet another take-away by GM, which this year has eliminated allowances on demonstrator models and cut new-vehicle prep time.

Virginia megadealer bankrupt

Horvath, former AIADA chairman, had seven stores

By Geoff Sundstrom
AUTOMOTIVE NEWS STAFF REPORTER

WASHINGTON — A megadealer in this area was forced to sell one of the most successful Toyota outlets in northern Virginia and may be forced to sell two other Toyota stores in Virginia due to personal bankruptcy.

A Virginia Hyundai franchise may also become involved in the proceedings, court records show.

Steve P. Horvath of Great Falls, Va., former chairman of the American International Automobile Dealers Association, filed for personal protection under Chapter 11 of the U.S. Bankruptcy Code on Jan. 9. The filing occurred after Horvath sold his flagship store, Tysons Toyota in Tysons Corner, Va., on Jan. 4. Tysons Toyota was bought by the Kline Automotive Group of Gaithersburg, Md., for $2 million, court records show.

Horvath owns or holds controlling interest in six other car dealerships in Virginia and the Southeast. His Horvath Group also controls a variety of other businesses. Horvath was elected chairman of AIADA in 1985. He entered the automobile business in 1946 as the operator of a repair shop.

According to documents filed in U.S. Bankruptcy Court in Alexandria, Va., by Horvath's accountants and lawyers, Horvath has unsecured liabilities estimated at $15 million. Horvath will make an estimated $1.2-million from the sale of Tysons Toyota and hopes to realize additional funds from the sale or restructuring of Fairfax Toyota in Fairfax County, Va., and Charlottesville Toyota in Charlottesville, Va. He also is trying to sell a $1.3 million home in Great Falls, Va.

Horvath could not be reached for comment. Creditors contacted by Automotive News refused to speculate on why Horvath filed for bankruptcy or the disposition of Horvath's debts.

A spokesman for Mid-Atlantic Toyota in Baltimore — which serves as distributor to Horvath's Toyota stores in Virginia — said the company has been notified that Horvath or his representatives will meet with interested buyers for Fairfax Toyota and Charlottesville Toyota.

Horvath also has Toyota franchises in North Carolina and Atlanta. In addition, he owns Manassas Dodge in Manassas, Va. Court documents did not mention those three stores in connection with debt repayment. The documents did mention Horvath's Fairfax Hyundai as a possible source of reorganization capital, however.

Court documents said Horvath owns 75 percent of Fairfax Toyota and 90 percent of Charlottesville Toyota. Those two dealerships generate $65 million to $70 million in annual sales.

Although Fairfax Toyota has been at its present location only about 11 months and is, in effect, a new business, it is the No. 1 Toyota dealership in the five-state Mid-Atlantic region. Charlottesville Toyota has operated at its present location for many years and is well established in the Charlottesville area.

The documents said those dealerships "could serve as the cornerstone of any reorganization effort by Mr. Horvath. Both have a myriad of problems as a result of the manner in which they were capitalized and will require some restructuring if they are to generate cash flow with which to pay the debtor's creditors." The filing added that both businesses would constitute separate reorganization proceedings.

Court records also say Horvath owns 25 percent of Fairfax Hyundai. "This dealership is extremely profitable," the document said. "There is a lien against the debtor's stock in the dealership, which is currently being satisfied out of his share of the profits, all of which are distributed to the shareholders because the dealership is a subchapter S corporation. In approximately 24 months, after the leinholder is paid off, the debtor's share of the profits could be substantial."

Summarizing Horvath's finances, his accountants and lawyers found that "any reorganization of the debtor will depend on the availability of funds from the Tysons Toyota sale and from Fairfax Hyundai; on the successful reorganization or sale of Fairfax Toyota and Charlottesville Toyota so that they will generate funds with which to pay creditors or to provide capital for the debtor's other businesses."

Horvath was also involved in two failed tire recycling enterprises, Georgia Reclamation Center and Maryland Resource Recovery Center. His counsel said, "It is possible that with a modest infusion of capital and/or a joint-venture arrangement, these tire recycling centers would generate sufficient income to service their debt."

The counsel addedy, "At present, neither of these businesses is operating. Their assets are encumbered by millions of dollars of debt."

AIADA President Robert McElwaine said of Horvath, "Nobody in the world deserves this less than Steve Horvath. He gave so much to this business. He was the kind of guy who would lead every fund drive, the first guy you would call if you needed a volunteer."

Horvath's rubber reprocessing system turned out to be a terrible problem, McElwaine said. "I remember how enthusiastic he was about it," said McElwaine. "He thought it made terrific sense from a business and environmental standpoint. He was the kind of guy who could inspire people."

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Prices skid at repeat auction for Pepe deals

By Jim Henry
AUTOMOTIVE NEWS STAFF REPORTER

CAMDEN, N.J. — Five southern New Jersey dealerships in the Pepe chain brought lower prices the second time they were auctioned in U.S. Bankruptcy Court here, and the process is still far from complete.

Last October, the court auctioned 10 dealerships owned by Richard T. Pepe and his wife, Virginia I. Pepe, for a combined total exceeding $30 million, but a second auction became necessary when some of the bids fell through.

The most sought-after Pepe dealerships — Pepe Lincoln-Mercury-Sterling-Merkur and Pepe Toyota, which occupy the same property in Millville, N.J. — brought a combined bid of $10 million in the first auction.

But that bid and the next-highest bid fell through, and in the second auction, held Feb. 3, the same property received a high bid of only $5.5 million.

The process could lag if bankruptcy Judge Judith Wizmur throws out that bid because the amount does not cover a property mortgage.

According to court records, in the summer of 1987 Pepe spent $6.2 million for 19 acres and three buildings for the Toyota and L-M deals.

Monthly interest payments for the complex reached $50,000, Pepe said in the documents.

William Perretti Sr. made the $10 million bid, which was rejected by the court because Toyota and L-M declined to approve his franchise application. The refusal was due to consumer complaints involving his other dealerships that led to a suit filed by the New Jersey state attorney general, attorneys in the case said.

The next-highest bid — $9.6 million — came from partners Richard Catena and Richard Rediker. But they withdrew their bid because Catena had been involved in an odometer tampering case and was unlikely to gain franchiser approval, said Robert Baime, the attorney for the trustee in the case, Sanford Feld.

That withdrawal threw the property back to auction, since only Perretti and the Catena-Rediker partnership had bid on the two stores.

The high bid of $5.5 million in the Feb. 3 auction was submitted by Rediker alone, attorneys said.

Martin Margolis, an attorney and dealership broker who represented the October high bidder for the L-M and Toyota stores, said he found it "incomprehensible" that the court would tentatively accept a bid, which was nearly half the amount of Perretti's bid, from one of two partners that had already encountered problems with obtaining approval.

The judge set a hearing for last Friday to determine whether to accept Rediker's bid.

Other Pepe dealerships that were re-auctioned Feb. 3 were:

- Pepe Oldsmobile-Pontiac-GMC in Millville, N.J. It received a $1.9 million bid from Catena and Rediker in October; Rediker bid $1.1 million for it in the second auction.
- Pepe Nissan-Yugo in Vineland, N.J. Perretti bid $1.7 million for it in October. John Lilliston, who has Chrysler-Plymouth and Dodge franchises and a Ford franchise in Vineland, bid $1.375 million in the second auction.
- VIP Chevrolet-Oldsmobile in Mays Landing, N.J. Manuel Pombo, principal stockholder of Egg Harbor Motors, which has Ford, Volvo, Chrysler-Plymouth and Jaguar franchises in three states, bid $3.2 million for it in October, but couldn't secure franchise approval from General Motors, attorneys said. Charles Foulke, who owns Chevrolet and Chrysler-Plymouth stores in New Jersey, bid $2.6 million in the second auction.

Manufacturers have 60 days in which to rule on the franchise applications of the new buyers, starting from the receipt of the application with all necessary financial information.

Volvo GM sets its sights on 3rd place in Class 8

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

COLUMBUS, Ohio — Volvo GM Heavy Truck is gearing for a major tussle — mostly with Mack — for third place in the Class 8 market.

Officials are convinced that they must move up to third place in industry sales to achieve ultimate success.

"We are position-driven. We think that to be successful in the marketplace from a dealer point of view, we've got to be in the top three. We are planning capacity on that basis," said Terry Young, Volvo GM's marketing director.

The company's isn't particularly concerned about market share.

"If being No. 3 means you gotta have 20 percent of market, fine. If it means 17 percent, that's fine," Young added.

Volvo captured 11.51 percent of the market in calendar 1988.

Its goal is to produce 25,000 trucks a year and to avoid the peaks and valleys of U.S. market demand by balancing it off against Canadian and European export sales.

Volvo finished third in retail sales during the final quarter of calendar 1988. In December, it climbed into second place, displacing Freightliner.

In an uncharacteristic outburst during a press conference here, Thage Berggren, Volvo GM's usually staid president, said, "We're sending a clear message to Mr. Rupp. I hope he focuses on the Congress and the president."

Berggren was alluding to the fact that, as chairman of Daimler-Benz of North America Holding Co., Peter Rupp, who resides in Washington, is no longer involved in the day-to-day operations of Freightliner.

In calendar 1988, Volvo GM's 17,089 sales put the firm in fourth place behind Navistar's 33,808, Freightliner's 24,164 and Mack's 21,846 retail deliveries in Class 8.

Volvo GM, which has been and continues to be capacity-constrained, is not likely to reach its third-place goal until 1990-91.

Young said the company still must develop its Canadian market and also has to recoup the production capacity lost in the shutdown of the GMC plant in Pontiac, Mich.

That plant, which had been supplying Volvo GM with 25 to 28 trucks a day, went down in December. The company's new plant in Orrville, Ohio, is currently producing only five trucks a day and will not be up to full speed until the third or fourth quarter of this year.

Last year, the company expanded production at its other plants. Dublin, Va., output increased 50 percent, and Ogden, Utah, output increased 30 percent. It also expanded cab production at a separate Orrville plant.

It will have capacity to produce 93 trucks a day by the end of this year, according to Gene Tunila, vice president of manufacturing.

By 1991 or 1992, he expects production capacity to increase to 115 trucks a day, "probably by a combination of expanding the Ogden plant and adding a second shift at Orrville."

It is also putting a centralized inventory system for Class D and Class E parts into its Westerville, Ohio, central parts warehouse. Those are low-volume but critical parts.

The project is designed to provide timely delivery of those parts to the three assembly plants by having one central purchasing, warehousing and delivery operation to supply the plants.

Before, the plants bought these parts individually.

Volvo GM's customer order board for new models was a strong 6,700 units as of late January — enough to keep its Dublin and Ogden plants operating until April and the Orrville plant until May.

Officials also said:

- Some 140 of the current 200 dealers, or 70 percent, are exclusive Volvo GM outlets. The company will add 40 more dealers this year.
- The company plans to have enough flexibility at its plants so that each can turn out any model. It is "logistics oriented" and out to control "outbound transportation costs" because it spends more money on them than in direct labor costs, Berggren said.
- To that same end, Volvo GM uses a "family concept" for its parts. There is a 30 to 40 percent parts commonality from one model to another.
- There are no plans to give GM's medium-duty truck line to all Volvo GM Heavy Truck joint-venture dealers.

"I have my job here and am also a member of the (Volvo) worldwide management team. I can look you straight in the eye and say, 'I don't know anything about it,' " Berggren said.

More than 40 percent of Volvo GM dealers already sell the medium-duty GM models, Young estimated.

"About 40 percent of the (Volvo GM) dealer network were former GM dealers and with rare exception all of those (heavy-truck) dealers had the medium-duty line," he said. "Since then, we've added the medium-duty to some of what we would call the old Volvo White factory franchises."

Domestics push sales to record

By Joseph Bohn
AUTOMOTIVE NEWS STAFF REPORTER

Light-truck manufacturers kicked off 1989 with a January record and a continuing gain in market share for domestic manufacturers.

Overall, the industry retailed 343,917 trucks in January, narrowly topping the previous monthly record of 340,807 set last January.

The domestic-based truck makers retailed 296,304 light trucks, up 4.95 percent from 282,323 a year earlier. They garnered 86.16 percent of the market, up from an 82.84 percent market share in 1988.

Foreign-based manufacturers retailed 47,613 trucks, off 18.59 percent from 58,484 a year earlier. Their market share declined to 13.84 percent from 17.16 percent in January 1987.

All the domestic-based manufacturers except Chevrolet had sales increases during the month, while all the foreign-based firms except Range Rover, had declines.

In the largest single truck segment, the full-sized pickup market, all the domestic manufacturers continued to do well with sales increases over a year ago.

GMC's 24,828 sales in January showed the largest percentage gain, a 23.49 percent increase over last year's 20,105. Its strong showing came partly at the expense of Chevrolet, since the two division's trucks are essentially the same.

Chevrolet's 89,372 sales were off 2.32 percent from 91,490 in 1988.

Ford's 107,680 sales were up 4.93 percent from 102,623 last year.

Dodge and Plymouth's 55,627 sales were up 7.91 percent from 51,550 in 1988.

Jeep's 18,797 sales were up 13.54 percent from 16,555 in like 1988.

LIGHT-DUTY TRUCK SALES

	Jan. 1989	Jan. 1988
Vans	11,514	12,199
Aerostar	14,033	12,307
Club Wagon	1,725	1,825
Ranger	22,195	21,347
Bronco	5,149	4,222
Bronco II	9,704	9,552
Pickups	43,360	41,171
Ford	**107,680**	**102,623**
Vans	6,489	9,144
Sportsvan	741	1,004
Geo Tracker	750	0
Astro	9,230	10,358
S-10	16,149	16,726
S-10 Blazer	14,229	11,381
El Camino	0	175
Blazer	1,774	2,372
Suburban	4,498	4,038
Pickups	35,512	34,292
Chevrolet	**89,372**	**91,490**
Vans	4,621	3,505
Ram Wagon	1,804	1,847
Voyager	13,728	11,758
Caravan	14,335	12,690
Mini Ram Van	1,006	1,108
Ram 50	2,567	3,748
Raider	654	918
Ramcharger	2,329	1,642
Dakota	7,592	7,358
Pickups	6,991	6,976
Chrysler	**55,627**	**51,550**
Vans	2,698	2,318
Safari	2,269	1,922
S-15	3,675	3,060
S-15 Jimmy	3,585	2,471
Jimmy	580	564
Caballero	0	33
Suburban	1,745	1,286
Pickups	9,789	8,015
P Model	379	347
W-4	108	89
GMC	**24,828**	**20,105**
Wrangler/CJ	3,071	2,302
Wagoneer	704	743
Cherokee	11,868	9,480
Grand Wagoneer	1,054	1,354
Comanche	2,100	2,635
J-10/J-20	0	41
Jeep	**18,797**	**16,555**
Toyota	15,200	18,584
Nissan	13,947	15,073
Mazda	6,910	8,319
Isuzu	6,626	7,010
Mitsubishi	2,377	3,957
Suzuki	2,058	5,292
Subaru	0	2
Range Rover	495	246
Imports	**47,613**	**58,483**
Industry Total	**343,917**	**340,806**

Compiled by Karen Dabkowski

Volvo GM expects strong sales

Maker also predicts shifts in buying patterns for heavy trucks

COLUMBUS, Ohio — Volvo GM Heavy Truck forecast a strong sales year in 1989. It also noted changes in different truck-buying segments and the increase in its own sales per dealer as a result of efforts last year.

Terry Young, the company's marketing director, said he anticipates industry retail sales of 66,000 to 70,000 units in the first half of the 1989 calendar year and 70,000 to 74,000 in the second half.

That would give the industry another strong year, somewhere between a conservative 135,000 and a high of about 145,000 sales, compared with 148,361 sales in 1988.

Looking ahead, Young predicted continued sales growth in the "for-hire" buyer segment. Volvo GM's definition of "for-hire" truck buyers includes both truckload and less-than-truckload operators who haul on a for-hire basis.

It counts such individuals by looking at R.L. Polk registrations and noting key words like "trucking," "freight cartage" or "transport" included with the registrations of vehicles, such as John Smith Trucking or Bill Brown Transport.

The for-hire buying group accounts for about 23 percent of industry sales, and Young expects that to rise to 30 percent over the long term.

"This growth will come about as the number of private and independent owners of trucks declines," he predicted.

The private-carrier buying segment, now accounting for about 33 percent of industry sales, is expected to account for only 26 percent in the future.

Private carriers are companies like Coca-Cola, Frito Lay and Kroger — wholesalers, retailers or manufacturers that principally own their own trucks to move their own goods.

Some of that segment's sales will move into the for-hire category and some into the full-service leasing category, Young predicted.

Sales to full-service leasing companies, which currently account for 22 percent of industry sales, are expected to increase to 26 percent.

Volvo GM includes any full-service leasing companies, including maintenance-type lessors, in that group. It includes companies like Ryder down to the smallest rental and leasing firms but excludes banks and finance lessors.

Independent truck operators are expected to continue to have difficulty competing. Their share of sales, currently at 17 percent, is expected to decline to 12 percent.

Government sales, including local, state and federal, account for 5 percent of the industry's total and are expected to continue at that level.

Meanwhile, Volvo GM's dealer efforts have paid off with greater volume per retail outlet.

Some 105 of its 200 dealers retailed 50 or more trucks during 1988, and 49 of those 105 sold more than 100 trucks, according to Larry Oliphant, Volvo GM vice president of sales and marketing.

To recognize dealers who sell more than 100 trucks a year, the company is forming the Century Club.

Oliphant said there are also 15 dealers now selling more than 200 trucks a year, including the company's volume leader, Westfall WhiteGMC in Kansas City, Mo., which sold more than 1,600 last year.

In terms of factory shipments, the Midwest, with wholesale shipments of 7,809 units, was Volvo GM's top sales region. A major factor in that was GMC's long-standing strength in the area.

The Northeast, with 4,100 trucks, was the second strongest region, followed by the Southeast with 3,800, the West with 1,900 and the Southwest with 1,800, Oliphant said.

The company's market share increased in all regions last year.

Electronic anti-lock brakes for Rockwell

TROY, Mich. — Rockwell International plans to introduce an electronically activated, anti-lock braking system using sophisticated, built-in diagnostics in 1990.

Rockwell officials discussed the new braking system with 15 of their dealers at a recent Dealer Advisory Board meeting.

The company also discussed new on-highway transmissions it is developing and a "next-generation" of drum brakes.

Separately, Rockwell's automotive electronics business announced development of a purchasing plan for truck fleet customers buying its Tripmaster trip-recording equipment and Tripfax software.

The plan is a conditional sales agreement administered by Chase Manhattan Leasing. For purchases of $25,000 or more, a three-year term is available to help North American motor carriers buy a new Tripmaster or upgrade their current Tripmaster system.

The financing plan offers 72-hour approval, according to Kurt Burmeister, director of sales and marketing for Rockwell's automotive electronics business.

The Tripmaster system consists of a trip recorder, software and major options to tailor information to a fleet's needs. More than 2,000 private and for-hire motor-carrier locations use the system.

SERVICE MANAGEMENT

Hyundai sets up arbitration program with AAA

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

GARDEN GROVE, Calif. — The introduction of the new Sonata sedan enabled Hyundai Motor America to reaffirm and fortify the service program developed for the Excel, its first entry in the U.S. auto market.

In a continuing effort to beef up the service program introduced in 1986, Hyundai is field-testing a consumer arbitration program it hopes to expand nationally, according to Lee Sawyer, service director.

"We are working with the American Automobile Association on the East Coast," Sawyer said. "We want the AAA to become our arbitration mechanism and the customer's arbitration mechanism."

The AAA Third Party Pilot Arbitration Program is being conducted in Hyundai's Eastern region, which includes Virginia, West Virginia, Pennsylvania, Maryland, Connecticut, Massachusetts, New York, New Hampshire, Vermont, Rhode Island, Delaware, New Jersey, Maine and the District of Columbia.

AAA will perform arbitration services in disputes involving Hyundai's alleged nonconformity, defect or deficient warranty performance and any consumer dispute arising from the service items covered by the company's 3-year/36,000-mile limited warranty from the date of delivery or as required by a state lemon law.

All decisions will be binding on Hyundai but not on the consumer. If the consumer is dissatisfied with the verdict, he/she can take the dispute to court.

AAA will not arbitrate cases involving non-Hyundai products, alleged personal injury or property damage, alleged fraud or other violations of the law, requests for awards of punitive damages or cases involving Hyundai vehicles imported into the United States by an individual or company other than Hyundai Motor America.

Nor will AAA handle cases involving any Hyundai vehicle sold or registered outside the United States, dealer-consumer disputes (sales), cases in litigation and cases previously handled by a dispute resolution mechanism.

Consumers will be notified of the arbitration mechanism through several sources, including a brochure that will be placed in dealerships and Hyundai's regional office. A toll-free AAA arbitration phone number is published in the brochure.

Sawyer said the six-month pilot program began Jan. 1. He said Hyundai hopes to "bring it across the nation between now and the end of 1990."

Sawyer said Hyundai selected AAA "because it has the automotive technical expertise" to arbitrate such disputes.

He said the Sonata was tested numerous times in the prototype stage to get it ready for the U.S. market.

The procedure includes hot testing, cold testing, quality analysis, technical analysis and "then the service side of the car sort of takes care of itself," he said.

"Then we followed that up with quality surveys," he said. "As a result, we went back to the factory three times during the preproduction stage and fed input, as seen through American eyes, as to what we would like to see changed and implemented in the final version of the Sonata."

To verify that production cars reflected U.S. input, Sawyer said, the vehicles were checked again at the port of entry.

At the dealership level, "where pre-delivery service is one of the things we can control," Sawyer said, service representatives visit each dealership at least once every three months and audit vehicles on the lot.

That information, too, is relayed to the factory, Sawyer said. "The next thing is to impart all this knowledge to dealership technicians." In the case of the Sonata, according to Sawyer, two technicians from each dealership participated in a technical training course at one of Hyundai's four regional training centers prior to introduction.

Training included an overview of Sonata technical features as well as proper diagnostic and repair procedures, technical videos and hands-on training.

Sonata courses were conducted by company training managers who studied at the Hyundai Product Development Center in Ulsan, South Korea, and also at Hyundai Motor America headquarters here. Those managers will continue to train additional dealership service personnel.

Hyundai also provides a telephone number technicians can use to contact service experts for help.

Special service tools and diagnostic equipment also were made available to dealers prior to the arrival of the Sonata.

"We worked with tool and equipment manufacturers to come up with national account pricing," said Sawyer, and passed the savings on to the dealers.

In addition, each dealership has received an ample supply of parts to help assure that customers will not experience delays, Sawyer said.

Hyundai now has three parts depots — Garden Grove, Calif.; Lithia Springs, Ga., and Cranbury, N.J. A fourth depot will be opened soon in Chicago, and construction is under way on a national parts distribution center in Ontario, Calif.

Sawyer said Hyundai has a 95 percent fill rate on parts orders and has an all-electronic warranty claim system.

"Given a clean sheet of paper when we started the company," he said, "we elected to have no paper in the system."

He said the all-electronic warranty claim submittal system results in rapid payments to the dealer. "We verify that the claim is accepted and approve payment within 24 hours after receiving the claim," he said. The dealer receives a month-end settlement statement via the parts account.

"We basically pay 87.5 percent of the warranty claims submitted by the dealers," said Sawyer. "The only thing we ask in return from the dealer is that we get value received for our warranty dollar. So we are pretty active in terms of expense control to assure that warranty doesn't cause the price of the car to go up."

Hyundai buyers receive one year's membership in the Cross Country Motor Club. A national toll-free hotline for assistance in infomation, trip planning service and emergency towing service is included.

"Another thing we have done to help service customer cars is to appoint alternate service locations in areas where we have no dealerships," Sawyer said.

"Those are independent service outlets, with towing capabilities, that are tied into Cross Country's network. We have outfitted them with shop manuals, a set of common parts. We (Cross Country) send the owner of the vehicle to the alternate service location for service in an emergency."

Sawyer said the average Hyundai dealer has 17 years' experience and has five other franchises.

"Therefore, when he brings people over from his other stores to open and run the new Hyundai store, they are experienced people," Sawyer said. "And this has shown up in the high customer satisfaction scores in the J.D. Power people-handling survey."

Shop volume dips 7% for November

But index climbs 2% for 11 months

By Arthur Flax
AUTOMOTIVE NEWS STAFF REPORTER

Service and parts business at new-car dealerships fell markedly in November, but year-to-date results for the first 11 months of 1988 remained above year-earlier figures.

In November, shop volume fell 7.3 percent from results in November 1987, according to the Automotive News Service Index.

Shop volume for the first 11 months of 1988 was up 2.2 percent over 1987.

Service volume slipped during the second half of 1988 after a strong first half. Every month in the first half of 1988 showed a year-to-year gain over corresponding results posted in 1987.

Shop business in the second half of 1988 was mixed. Volume in August was up sharply, while service business dropped slightly in July and October. Business was up slightly in September.

A Southern Chevrolet dealer hypothesized that lagging new-car sales brought fewer customers to the service bays.

However, industry car sales were up 8.0 percent during November.

Other dealers have attributed sales declines last fall to a normal seasonal slowdown.

SERVICE INDEX 92.7★

	Nov., '88 vs. Nov., '87	11 mos., '88 vs. 11 mos., '87
Gross Profit on All Labor and P&A Sales	−5.3%	+5.6%
Repair Orders Written	−0.7%	−0.7%
Total Labor Sales (Customer & Warranty)	−9.4%	−3.1%
Shop Parts Sales (Customer & Warranty)	−12.7%	+4.6%
Sales of All P&A	−8.6%	+4.8%

★ Survey by Automotive News shows that dealers' service and parts business in November 1988 was 92.7 percent of business in November 1987. Service business in the first 11 months of 1988 was 102.2 percent of business in the corresponding period in 1987.

Shop parts sales (customer paid and warranty) fell more than any other indicator, declining 12.7 percent in November. Total labor sales (customer paid and warranty) dropped 9.4 percent; sales of all parts and accessories lagged 8.6 percent; gross profit on all labor, parts and accessories sales dipped 5.3 percent, and repair orders written slipped 0.7 percent.

Parts and accessories sales to off-premises customers fell 6.0 percent in November.

Gross profit on all labor, parts and accessories sales led year-to-date indicators with a 5.6 percent increase through November. Parts and accessories sales climbed 4.8 percent, and shop parts sales rose 4.6 percent.

Labor sales dropped 3.1 percent and repair orders written fell 0.7 percent.

Parts and accessories sales to off-premises customers through November outperformed the year-earlier figure by 4.9 percent.

GM warrants replacement panels

General Motors service parts operations has announced a long-term corrosion warranty on its replacement sheet-metal body panels.

The GM parts operation is also certifying a network of service outlets to repair GM cars with GM parts installed by AC-Delco-trained technicians. AC-Delco is a sales activity of GM service parts operations.

GM has long maintained that its replacement sheet metal is far superior in fit, finish and corrosion resistance to aftermarket sheet metal, most of which is produced offshore. The new GM warranty is an apparent effort by the company to back its quality claims.

GM's new sheet-metal warranty covers the company's replacement sheet-metal parts against rust-through corrosion for as long as the customer owns the car on which the parts are installed. Most new GM cars carry a 6-year/100,000-mile corrosion warranty. The only exception is the Cadillac Allante, which has a 7-year/100,000-mile corrosion warranty.

The new replacement sheet-metal warranty starts March 1.

The previous GM replacement sheet-metal warranty covered parts for 90 days or 4,000 miles.

The new warranty covers both inner and outer GM sheet-metal replacement panels, whether installed by a GM dealer or by an independent shop, if the part is purchased through a GM dealer. GM will repair or replace a sheet-metal part that fails due to rust-through corrosion.

"Our new warranty supports GM's claim of offering superior fit, finish and corrosion resistance compared to parts made by non-original-equipment manufacturers," said Timothy O'Connor, GM service parts operations general sales manager for GM dealers.

GM has also certified about 250 independent service outlets as Delco-Tech Service Centers during the last few months and hopes to establish an additional 2,000 outlets during 1989.

The centers are qualified to repair GM cars after the warranty has expired when service is needed on carburetor, fuel injection, ignition and emission systems. They also can conduct diagnostic checks.

The centers have been established to supplement GM dealership service, not to replace dealer service, GM said.

"We realize that some GM owners turn to independent shops for service," GM said. "The establishment of these Delco-Tech centers helps assure the GM owner use of genuine GM parts installed by AC-Delco-trained technicians, leading to our goal of improved customer satisfaction."

SERVICE BRIEFS

Holley offers FI system to replace 4-barrel carb

Colt Industries' replacement parts division has issued its 1989 Holley Performance Parts catalog. The book lists a fuel-injection system that Holley said can replace its four-barrel carburetor. The unit bolts to Holley's four-barrel intake manifold.

Holley said it is possible to use the fuel-injection system instead of a carburetor because the universal mounting plate permits the use of either square or spread bore manifold openings.

Named Pro-Jection, the system consists of a throttle-body injection unit, an adjustable electronic control module and an in-line electric fuel pump.

The unit replaces the Rochester Quadra-Jet carburetor on General Motors' 305- and 350-cid V-8s, Ford's 302- and 351-cid V-8s and Chrysler's 318- and 360-cid V-8s.

Quaker State Minit Lube enters Ontario market

Quaker State Minit-Lube is entering the Canadian market via a joint venture with Peter and George Walsh, who formerly owned Automotive Lube Shops in southeast Ontario. The new partnership is called Minit-Lube Ontario.

Last month, Minit-Lube Ontario opened 16 Minit-Lubes in southeast Ontario in the former Automotive Lube Shops.

Jeffrey O'Neill is chairman of the venture. He formerly was president and chief operating officer of Quaker State Minit-Lube. Peter Walsh was named president, and George Walsh is secretary-treasurer.

NEWSPAPER AD SPENDING

First 3 Quarters 1988 vs. First 3 Quarters 1987
(In thousands)

	Factory				Dealer Associations				Local Dealer				Total			
	1988	1987	Change	Percent change	1988	1987	Change	Percent change	1988	1987	Change	Percent change	1988	1987	Change	Percent Change
Chrysler Corp.	$ 2,476	$ 9,807	$ (7,331)	(75)	$ —	$ —	$ —	—	$ 1,296	$ 999	$ 297	31	$ 3,772	$ 10,950	$ (7,187)	(66)
Chrysler-Plymouth	2,681	6,848	(3,957)	(58)	29	1,014	(985)	(97)	8,961	11,120	(2,159)	(19)	11,671	18,982	7,111	(37)
Dodge	2,219	7,070	(4,851)	(69)	464	949	(485)	(51)	8,464	8,983	(519)	(6)	11,147	17,002	(5,855)	(34)
Jeep-Eagle	1,251	—	—	—	2,398	—	—	—	4,851	—	—	—	8,500	—	—	—
Total Chrysler	$ 8,627	$ 23,806	$(15,981)	(63)	$ 2,891	$ 1,963	$ 928	47	$ 23,572	$ 21,002	2,469	12	$ 35,290	$ 46,940	$(11,650)	(25)
Ford Corp.	$ 10,525	$ 907	$ 445	73	$ —	$ —	$ —	—	$ 1,948	$ 1,107	$ 741	67	$ 2,900	$ 1,714	$ 1,186	69
Ford Division	8,668	12,704	(4,036)	(32)	19,257	11,973	7,284	61	33,792	25,004	8,788	35	61,717	49,681	12,036	24
Lincoln-Mercury	1,625	1,846	(221)	(12)	9,524	6,562	2,962	45	10,537	9,226	1,311	14	21,686	17,834	4,052	24
Total Ford	$ 11,348	$ 15,157	$ (3,812)	(25)	$28,781	$18,535	$10,246	55	$ 46,177	$ 35,337	$ 10,840	31	$ 86,303	$ 69,029	$ 17,274	25
GM Corp.	$ 5,772	$ 9,372	$ (3,600)	(38)	$ —	$ —	$ —	—	$ 3,857	$ 347	$ 3,510	101	$ 9,629	$ 9,719	$ 90	)
Buick	6,771	2,208	4,563	206	4,143	1,927	2,216	115	7,089	6,581	488	7	17,983	10,716	7,267	68
Cadillac	722	1,711	(989)	(58)	4,015	1,757	2,258	129	12,710	13,045	(335)	(3)	17,447	16,513	934	6
Chevrolet	22,025	17,047	4,978	29	3,797	2,985	812	24	29,190	22,575	6,615	29	55,012	42,607	12,405	29
Oldsmobile	17,418	7,250	10,168	140	3,702	2,485	1,217	49	7,250	8,409	1,159	(13)	28,370	18,144	10,226	56
Pontiac	10,798	6,854	3,944	58	1,411	345	1,066	309	7,094	5,749	1,335	23	19,293	12,948	6,345	49
Total GM	$ 63,586	$ 44,442	$ 19,064	43	$17,068	$ 9,469	$ 7,599	80	$ 67,189	$ 56,706	$ 10,484	18	$147,734	$118,647	$ 37,087	34
Total domestic	$ 83,678	$ 83,803	$ (125)	(1)	$48,740	$28,822	$17,118	54	$136,909	$113,282	$ 23,627	18	$269,327	$231,677	$ 37,650	16
Total imports	$ 48,912	$ 71,478	$(22,566)	(32)	$19,356	$15,726	$ 3,630	23	$ 91,655	$103,169	$(11,506)	(11)	$159,921	$199,375	$(39,454)	(19)
Total multi-line dealers	$ —	$ —	$ —	—	$ —	$ 986	$ —	—	$ 92,040	$ 72,886	$ 19,531	27	$ 92,040	$ 73,474	$ 18,566	25
Grand total	$132,590	$155,252	$(22,662)	(15)	$68,096	$46,323	$19,773	41	$320,604	$291,921	$ 28,683	10	$521,290	$504,526	$ 25,764	5

SOURCE: Newspaper Advertising Bureau, Media Records, projected to 125 markets. Parenthesis denotes negative change.

Car dollars rise 5% in newspapers

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

The nation's automakers and importers spent 5.2 percent more on newspaper advertising for cars in the first three quarters of 1988 than they did a year earlier.

The Newspaper Advertising Bureau said the auto industry, including factories, dealer associations and dealers, disbursed $521.3 million in the January-September period. That compares with $495.5 million during the same period in 1987. The spending numbers are projected for 125 markets and are collected by Media Records.

William J. Tausch, vice president of automotive marketing for the Newspaper Advertising Bureau in Detroit, said the bureau projected a 6 percent increase for the automotive category in newspaper spending in the 1988 calendar year.

The most dramatic increase among the three spending categories was in the dealer association segment. Dealer groups increased their total newspaper advertising expenditures 41 percent over the year-earlier period. Tausch said incentives and stronger associations fueled bigger ad budgets.

"Last year was an aggressive incentive year and incentives were more evenly dispersed from manufacturer to manufacturer," he said.

"I think associations enjoyed moving product and supporting factory programs," he added.

General Motors' dealer groups increased newspaper spending 80 percent during the first three quarters of 1988. GM is making a concerted effort to increase its share of advertising voice at the local dealer level.

Individual dealers spent 9.8 percent more on newspapers in the 1988 period than in 1987.

Factory expenditures on newspaper advertising were down 14.6 percent in the first nine months of 1988 compared with the same period in 1987. Factories spent $132.6 million in the 1988 period vs. $155.3 million a year earlier.

Most of the dip in factory expenditures was due to reduced spending by the importers. Importers spent 31.6 percent less on newspapers in the first nine months of 1988 than in the same period of 1987, while domestic makers maintained factory spending levels.

Importers as a group spent $48.9 million in the first nine months of 1988 compared with $71.5 million in the year-earlier period. Tausch said most of the decline came from European manufacturers, who have recently suffered sales declines. Domestic makers spent $83.7 million in January-September last year compared with $83.8 million in 1987.

Chrysler Motors' factory expenditures on newspaper advertising for the first nine months of 1988 dropped 63.2 percent. Chrysler spent $8.8 million in 1988 compared with $23.9 percent in 1987.

Ford Motor Co. spent $11.3 million on newspaper ads during the first three quarters of 1988, down 25.7 percent from $15.2 million in 1987.

GM was the only domestic automaker that increased its spending on newspaper advertising. GM spent $63.5 million during the first nine months of 1988, up 43 percent from $44.4 million a year earlier. Newspaper expenditures include car advertising for its five car divisions and corporate advertising.

In light-truck advertising, makers spent $18 million in newspapers in the first three quarters of 1988, down 39.2 from $29.6 million spent in the year-earlier period. Chevrolet was the top spender in the truck category with $7.2 million for newspaper ads in the January-September period of 1988.

IMPORT CAR NEWSPAPER EXPENDITURES

(First 3 Quarters — 1988; In thousands)

	Factory	Dealer Assn.	Local Dealer	Total	$ Change from First 3 Quarters '87	% Change from First 3 Quarters '87
Acura	$ 756	$ 3,700	$ 4,789	$ 9,245	$ 601	6.9
Alfa Romeo	412	65	24	501	(1,803)	(78.2)
Audi	4,943	1,018	1,572	7,533	3,153	72.0
Avanti	N.A.	N.A.	22	22	(8)	27.6
Bertone	N.A.	N.A.	N.A.	N.A.	(28)	N.A.
BMW	6,511	4,613	3,092	14,216	1,423	11.1
Citroen	N.A.	N.A.	N.A.	N.A.	(62)	N.A.
Daihatsu	977	N.A.	388	1,365	N.A.	N.A.
Ferrari	N.A.	N.A.	10	10	3	42.6
Honda	726	290	6,460	7,475	(1,915)	(20.4)
Hyundai	577	N.A.	10,870	11,447	858	8.1
Isuzu	80	N.A.	1,518	1,590	(4,479)	(73.7)
Jaguar	3,036	519	4,243	7,798	(590)	(7.0)
Lotus	94	N.A.	85	179	133	289.1
Maserati	N.A.	N.A.	10	10	(48)	(82.7)
Mazda	3,767	1,154	3,430	8,351	(5,951)	(41.6)
Mercedes-Benz	8,808	3,449	4,020	16,066	(5,492)	(25.5)
Mitsubishi	139	107	4,741	4,987	(205)	(3.9)
Multi-Line	N.A.	N.A.	N.A.	N.A.	(13,159)	N.A.
Nissan	5,105	183	16,366	21,634	4,804	28.5
Peugeot	1,359	117	513	1,989	374	23.1
Porsche	910	N.A.	1,355	2,265	(1,192)	(34.5)
Range Rover	N.A.	N.A.	710	719	(176)	(19.9)
Rolls-Royce	N.A.	N.A.	88	88	20	25.8
Saab	1,737	N.A.	1,232	2,969	(390)	(11.6)
Sterling	246	291	1,362	1,899	(1,073)	(36.1)
Subaru	1,079	918	2,121	4,018	(4,950)	(55.2)
Suzuki	361	N.A.	2,302	2,663	532	25.0
Toyota	3,157	1,981	15,609	20,367	981	5.1
Volkswagen	1,219	444	1,813	3,476	(4,323)	(55.4)
Volvo	1,948	896	2,501	5,345	344	6.8
Yugo	1,166	111	390	1,667	840	101.6
Zimmer Spirit	N.A.	N.A.	N.A.	N.A.	(44)	N.A.
TOTAL	$48,912	$19,356	$91,655	$159,923		

RECAP OF FIRST 3 QUARTERS 1988 (In thousands)

	Factory	Dealer Assn.	Local Dealer	Total	$ Change	% Change
Total domestic	$83,678	$48,740	$ 136,909	$269,327	$37,650	16
Total multi-line dealers	N.A.	N.A.	92,040	92,040	18,566	25
Total imports	48,912	19,356	91,655	159,923	(30,453)	(16)
Grand total	$132,590	$68,096	$320,604	$521,290	$25,764	5

DOMESTIC AND IMPORT TRUCK ADVERTISING IN NEWSPAPERS (In thousands)

	Jan.-Sept. 1988	Jan.-Sept. 1987	$ Change	% Percent
Chevy				
Blazer	$ 434	$ 23		
Multi-trucks	2,723	2,012		
Pickup	2,953	8,776		
Van	1,095	570		
	7,205	11,381	$(4,176)	(36.7)
Dodge				
Multi-trucks	139	892		
Pickup	354	1,531		
Van	593	787		
	1,086	3,190	(2,094)	(65.8)
Ford				
Multi-trucks	2,686	3,655		
Pickup	1,196	4,822		
Van	710	594		
	4,572	9,071	(4,499)	(49.6)
GMC				
Multi-trucks	1,318	821		
Pickup	329	815		
Van	442	287		
	2,089	1,923	166	8.6
Isuzu				
Pickup	202	358		
Trooper	437	N.A.		
Multi trucks	N.A.	12		
Van	N.A.	84		
	639	454	185	40.7
Jeep				
Pickup	18	116		
Cherokee	182	N.A.		
Wagoneer	51	N.A.		
Wrangler	53	N.A.		
	304	116	188	162.1
Mazda				
Pickup	610	148		
Multi trucks	N.A.	6		
	610	154	456	296.1
Mitsubishi				
Multi-trucks	93	27		
Pickup	40	207		
Van	N.A.	63		
	133	297	(164)	(55.2)
Nissan				
Multi-trucks	42	79		
Pickup	156	433		
Van	N.A.	34		
	198	546	(348)	(63.7)
Plymouth				
Van	158	N.A.		
	158	N.A.	158	N.A.
Suzuki				
Pickup	52	5		
	52	5	47	940.0
Toyota				
Multi trucks	209	508		
Pickup	702	1,148		
Van	89	151		
	21,000	$1,807	$ (807)	(44.7)

Multi trucks—Advertisement of more than one model.

SALES

DOMESTIC CAR SALES

	Jan. 21, to Jan. 31, 1989	Same Period, 1988	Jan. 1988	Same Month, 1988	Jan. 1 to Jan. 31, 1989	Same Period, 1988
Alliance	0	381	0	764	0	764
Eagle	0	197	0	421	0	421
Premier	1,304	959	2,828	1,543	2,828	1,543
Total Eagle	1,304	1,537	2,828	2,728	2,828	2,728
Horizon	1,190	1,540	2,947	3,077	2,947	3,077
Laser	253	0	455	0	455	0
Sundance	2,976	2,052	6,315	4,688	6,315	4,688
Turismo	0	73	0	167	0	167
Reliant	1,343	4,085	3,808	8,624	3,808	8,624
Acclaim	1,406	0	2,318	0	2,318	0
Caravelle	48	806	136	2,011	136	2,011
Gran Fury	201	390	505	756	505	756
Total Plymouth	7,417	8,946	16,484	19,523	16,484	19,523
LeBaron K	61	901	170	2,062	170	2,062
LeBaron J	2,953	2,789	6,544	6,108	6,544	6,108
LeBaron GTS	236	669	554	1,558	554	1,558
Fifth Avenue	472	2,550	1,563	5,092	1,563	5,092
New Yorker C	4,190	1,497	9,163	3,040	9,163	3,040
New Yorker E	7	1,079	25	2,284	25	2,284
Total Chrysler	7,919	485	18,019	20,144	18,019	20,144
Omni	1,101	1	2,841	2,688	2,841	2,688
Shadow	2,732	776	6,010	5,909	6,010	5,909
Charger	0	55	0	136	0	136
Daytona	1,988	2,422	4,599	5,320	4,599	5,320
Aries	1,128	3,745	3,766	8,108	3,766	8,108
Lancer	152	404	375	980	375	980
Spirit	1,215	0	2,458	0	2,458	0
Diplomat	379	526	780	1,060	780	1,060
Dynasty	3,261	1,050	8,061	2,579	8,061	2,579
Dodge 600	39	789	124	1,904	124	1,904
Total Dodge	11,976	12,498	29,014	28,684	29,014	28,684
CHRYSLER MOTORS	26,616	32,486	66,345	71,079	66,345	71,079
Escort	13,395	11,411	30,027	28,296	30,027	28,296
Mustang	6,012	5,654	12,377	11,959	12,377	11,959
Tempo	10,476	9,145	21,518	22,421	21,518	22,421
Taurus	10,952	12,015	25,555	29,935	25,555	29,935
Thunderbird	3,867	4,509	8,619	10,588	8,619	10,588
Probe	3,823	0	9,215	0	9,215	0
Crown Victoria	3,563	3,809	8,209	8,871	8,209	8,871
Total Ford Div.	52,088	46,543	115,520	112,050	115,520	112,050
Lynx/Tracer	1,985	2,085	4,108	5,203	4,108	5,203
Topaz	3,773	2,350	7,784	6,203	7,784	6,203
Sable	3,533	4,049	7,608	8,935	7,608	8,935
Cougar	3,187	2,908	6,780	7,940	6,780	7,940
Grand Marquis	4,339	3,379	9,016	7,767	9,016	7,767
Total Mercury	16,827	14,771	35,296	36,048	35,296	35,048
Continental	2,130	931	5,056	2,368	5,056	2,368
Lincoln	3,941	3,122	8,132	7,973	8,132	7,973
Mark VII	852	686	1,831	1,593	1,831	1,593
Total Lincoln	6,923	4,739	15,019	11,934	15,019	11,934
Total L-M Division	23,750	19,510	50,315	47,982	50,315	47,982
FORD MOTOR CO.	75,838	66,053	165,835	160,032	165,835	160,032
Skyhawk	589	1,134	1,382	2,758	1,382	2,758
Somerset/Skylark	1,555	2,041	3,360	4,564	3,360	4,564
Century	5,637	3,585	10,986	9,347	10,986	9,347
Regal	2,711	3,857	5,198	8,714	5,198	8,714
LeSabre	3,192	5,538	7,078	11,943	7,078	11,943
Reatta	174	134	403	134	403	134
Electra	2,442	3,293	5,254	6,699	5,254	6,699
Riviera	572	591	1,304	1,033	1,304	1,033
Total Buick	16,872	20,173	34,965	47,192	34,965	47,192
Cimarron	44	253	95	534	95	534
Allante	110	96	226	233	226	233
Seville	725	408	1,887	1,275	1,887	1,275
DeVille	5,922	1,170	12,396	11,512	12,396	11,512
Brougham	1,063	1,170	2,324	2,638	2,324	2,638
Eldorado	1,018	622	2,174	1,547	2,174	1,547
Total Cadillac	8,882	7,667	19,102	17,739	19,102	17,739
Chevette	0	13	0	50	0	50
Geo Prizm/Nova	1,290	3,123	3,794	5,095	3,794	5,095
Cavalier	11,525	7,828	21,946	20,083	21,946	20,083
Camaro	3,203	1,915	7,338	5,230	7,338	5,230
Celebrity	8,446	7,580	17,563	19,762	17,563	19,762
Corsica/Beretta	13,188	11,408	24,216	23,490	24,216	23,490
Monte Carlo	122	1,361	310	3,477	310	3,477
Caprice	3,875	4,770	8,959	10,973	8,959	10,973
Corvette	511	644	1,164	1,500	1,164	1,500
Total Chevrolet	42,160	38,642	85,290	89,660	85,290	89,660
Firenza	4	708	4	1,363	4	1,363
Calais	2,883	3,835	6,804	7,512	6,804	7,512
Cutlass Ciera	7,846	8,780	17,035	18,712	17,035	18,712
Cutlass Supreme	5,974	2,615	10,155	6,728	10,155	6,728
Olds 88	4,055	6,537	9,194	15,176	9,194	15,176
Olds 98	2,165	2,286	4,946	6,995	4,946	6,995
Toronado	353	431	724	1,059	724	1,059
Total Oldsmobile	23,260	25,192	48,862	57,545	48,862	57,545
Fiero	104	941	365	2,228	365	2,228
Pontiac 1000	0	22	0	51	0	51
Sunbird	2,241	2,566	5,009	5,998	5,009	5,998
Firebird	1,567	1,341	3,249	3,586	3,249	3,586
Grand Am	7,593	7,115	14,358	17,639	14,358	17,639
Pontiac 6000	2,673	3,729	5,128	8,806	5,128	8,806
Grand Prix	7,475	1,149	11,733	1,774	11,733	1,774
Bonneville H	3,126	4,890	6,073	10,749	6,073	10,749
Paris./Safari	133	255	306	673	306	673
Total Pontiac	24,912	22,006	46,221	51,504	46,221	51,504
GENERAL MOTORS	116,086	113,682	234,440	263,640	234,440	263,640
HONDA	11,802	13,592	22,098	22,371	22,098	22,371
Civic	5,464	3,389	10,266	5,540	10,266	5,540
Accord	6,338	10,203	11,832	16,831	11,832	16,831
MAZDA	1,621	897	2,557	1,342	2,557	1,342
NISSAN	4,227	2,525	7,710	5,114	7,710	5,114
TOYOTA	8,616	3,532	10,775	4,461	10,775	4,461
VOLKSWAGEN	0	1,740	0	3,186	0	3,186
DOMESTIC TOTAL	246,806	234,487	509,760	531,225	509,760	531,225
IMPORT TOTAL			208,856	229,459	208,856	229,459
INDUSTRY TOTAL			718,616	760,684	718,616	760,684

*—U.S.-built Volkswagen models sold after June 30, 1988, are included in import totals.

Car sales decline 5% in January

Total is 718,616; domestics and imports share month's loss

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

January's combined domestic- and import-car sales trailed year-ago totals despite a surge in domestic deliveries in the final 10 days of the month and a large helping of consumer and dealer incentives.

Consumers bought 5.53 percent fewer cars in January than they did last year. January's final 10-day domestic-car sales gain of 5.25 percent was not enough to offset early- and mid-January 10-day domestic delivery declines.

Combined U.S.-built and import-car deliveries slipped to 718,616 units, compared with 760,684 in January 1988.

Although creative incentives — including cut-rate loan programs, special-interest-magazine-coupon inducements, free options and cash rebates — were in place, sales were flat.

"Sales were soft in January," said William J. Griffin III, president of Griffin Ford and Putnam Buick in Greenwich, Conn. "The buying mood of the public was one of caution. It takes place every year after the Christmas business. We should anticipate that sales will be soft. I feel everything will be better from Feb. 1."

This year, domestic carmakers retailed 509,760 units or 4.04 percent fewer than the 531,225 sold in January 1988.

Import-car deliveries declined 8.98 percent to 208,856 units, compared with 229,459 a year ago. Imports accounted for 29.06 percent of total car sales.

The average daily selling rate for the month was 28,744, or 5.53 percent below the 30,427 rate a year earlier. Both months had 25 selling days.

Honda, Hyundai, Porsche and Yugo reported import sales declines of 30-60 percent in January while gains of at least 20 percent were announced by Audi, BMW, Merkur and Peugeot.

Some car market shares were rearranged by several points in January. Ford Motor Co.'s market share rose 2.28 percentage points to 24.08 percent, while General Motors' share fell 2.24 percentage points to 34.17 percent. Chrysler Motors' total car share slipped a fraction of a point to 10.46 percent.

Among the major Japanese carmakers, combined import and domestic car shares also changed. Honda and Toyota each garnered a 6.55 percent share of the car market in January. However, Honda's share dropped nearly half a point, while Toyota's edged up a fraction of a point.

Nissan's car share inched up more than half a point to 5.11 percent, and Mazda's total car share rose nearly half a point to 2.99 percent.

The best gain in total unit sales was reported by Ford Motor Co. Its domestic and captive-import deliveries rose 4.53 percent over last January.

GM's combined car sales fell 11.17 percent, and Chrysler Motors' January domestic and captive import deliveries were down 7.03 percent.

The Japanese-based automakers delivered 0.38 percent fewer U.S.-built and imported cars in January than in the first month of 1988. European carmakers sold 14.64 percent fewer cars than they did a year ago, and Korean car sales fell 32.03 percent.

The seven U.S. carmakers began January with a slight 2.75 percent decline compared with the 10-day period a year earlier. Sales slid even further — 16.32 percent in the mid-month period. A gain of 5.25 percent in the final 10-day period could not recoup the earlier losses.

Ford was the only carmaker to report a domestic sales increase. Deliveries rose 3.63 percent. Sales of Lincoln Continental more than doubled last January's total, and Lincoln sales saved the month for Lincoln-Mercury.

Although GM's January domestic sales declined 11.08 percent, Cadillac sales were up 7.68 percent. John O. Grettenberger, Cadillac general manager, suggested that the new General Motors Acceptance Corp. SmartLease program, introduced Jan. 1, helped boost Eldorado and Seville sales for the month.

Chrysler Motors' domestic-car sales dropped 6.66 percent.

Three of the four Japanese transplant operations reported gains in sales of U.S.-built cars sales. Toyota and Mazda reported big increases. Toyota's U.S.-built car sales more than doubled, and Mazda's were up 90.54 percent.

Toyota reported last week that in January it sold its 9-millionth car since entering the U.S. market in 1957. The figure includes both imported and U.S.-built models.

Nissan sold 50.76 percent more U.S.-built cars in January than it did last year. Only Honda reported a lag in its sales of U.S.-produced cars. The January total was down 1.22 percent from a year ago.

IMPORTED CAR SALES

	Jan. 1989	Jan. 1988
Acura	9,513	9,037
Alfa Romeo	218	241
Audi	1,809	1,439
BMW	5,683	4,596
Chevrolet	7,811	9,707
Chrysler	473	549
Daihatsu	1,104	1,023
Dodge	3,025	3,493
Ford	6,453	5,088
Eagle	2,695	2,655
Honda	15,558	22,481
Hyundai	15,174	22,324
Isuzu	1,549	1,561
Jaguar	1,492	1,168
Maserati	22	50
Mazda	18,994	17,995
Mercedes-Benz	5,036	5,809
Mercury	1,061	729
Mitsubishi	5,039	5,280
Nissan	29,108	27,801
Peugeot	448	353
Plymouth	2,796	3,257
Pontiac	3,737	3,579
Porsche	605	1,137
Saab	2,435	2,719
Sterling	788	951
Subaru	10,249	9,959
Suzuki	547	0
Toyota	36,376	42,129
Volkswagen	9,029	11,086
Volvo	9,139	8,669
Yugo	870	2,614
TOTAL	208,856	229,459

*—Volkswagen totals include U.S.-built models sold after June 30, 1988. Sales charts compiled by Karen Dellowski

MARKET SHARES, Jan. 1989

	Total Sales	Pct. of Total
SUBCOMPACT	72,923	10.14
COMPACT	130,656	18.18
INTERMEDIATE	219,288	30.53
STANDARD	84,735	11.79
SPECIALITY	2,158	0.30
IMPORT	208,856	29.06
TOTAL	718,616	100.00

U.S. CAR SALES BY MARKETING UNITS

	Jan. 1989	Percent Share	Jan. 1988	Percent Share
Alfa Romeo	218	0.03	241	0.03
American Honda	47,169	6.55	53,869	7.08
BMW	5,683	0.79	4,596	0.60
Buick	34,965	4.86	47,192	6.20
Cadillac	19,102	2.65	17,739	2.33
Chevrolet	93,101	12.93	99,367	13.06
Chrysler	18,492	2.57	20,693	2.72
Daihatsu	1,104	0.15	1,023	0.13
Dodge	32,039	4.45	32,177	4.23
Eagle	5,523	0.77	5,383	0.71
Ford	121,973	16.94	117,138	15.40
Hyundai	15,174	2.11	22,324	2.93
Isuzu	1,549	0.22	1,561	0.21
Jaguar	1,492	0.21	1,168	0.15
Lincoln	15,019	2.09	11,934	1.57
Maserati	22	0.00	50	0.01
Mazda	21,551	2.99	19,337	2.54
Mercedes	5,036	0.70	5,809	0.76
Mercury	36,377	5.05	36,777	4.83
Mitsubishi	5,039	0.88	5,280	0.69
Nissan	36,818	5.11	32,915	4.33
Oldsmobile	48,862	6.79	57,545	7.56
Peugeot	448	0.06	353	0.05
Plymouth	19,280	2.68	22,780	2.99
Pontiac	49,958	6.94	55,083	7.24
Porsche	605	0.08	1,137	0.15
Saab	2,435	0.34	2,719	0.36
Sterling	788	0.11	951	0.13
Subaru	10,249	1.42	9,959	1.31
Suzuki	547	0.08	0	0.00
Toyota	47,151	6.55	46,590	6.12
Volvo	9,139	1.27	8,669	1.14
VWoA	10,838	1.51	15,711	2.07
Yugo	870	0.12	2,614	0.34
TOTAL	718,616	100.00	760,684	100.00
TOTAL GM	245,988	34.17	276,926	36.41
TOTAL FORD	173,369	24.08	165,849	21.80
TOTAL CHRYSLER	75,334	10.46	81,033	10.65
TOTAL JAPANESE	171,177	23.82	170,534	22.42
TOTAL EUROPEAN	37,574	5.22	44,018	5.79
TOTAL KOREAN	15,174	2.11	22,324	2.93

Big 3 totals include their captive imports. Percent share may contain error of one or two points due to rounding.

AUCTION DATES

Chrysler

Feb. 14 — Florida Auto Auction of Orlando, Ocoee, Fla.; Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; American Auto Auction, Walpole, Mass.; Clanton's Auto Auction, Darlington, S.C.; Denver Auto Auction, Aurora, Colo.; South Seattle Auto Auction, Kent, Wash.; and Golden Gate Auto Auction, Fremont, Calif.

Feb. 15 — A.D.E. of Birmingham, Birmingham, Ala., and Butler Auto Auction, Gibsonia, Pa.

Feb. 16 — Northway Exchange, Clifton Park, N.Y.; Aptco Auto Auction, Taylor, Mich.; Indianapolis Auto Auction, Indianapolis; Ark-La-Tex Auto Auction, Shreveport, La.; Omaha Auto Auction, Omaha, Neb.; and Southwest Auto Auction, Phoenix, Ariz.

Feb. 17 — Manheim Auto Auction, Manheim, Pa.

Ford Motor Co.

Feb. 14 — Greater Chicago Auto Auction, Chicago; Harrisonburg Auto Auction, Harrisonburg, Va.; and Bay Cities Auto Auction, Hayward, Calif.

Feb. 15 — Albuquerque Auto Auction, Albuquerque, N.M.; Concord Auto Auction, Acton, Mass.; Aptco Auto Auction, Taylor, Mich.; and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Feb. 16 — Auto Auction of Billings, Billings, Mont.; Greensboro Auto Auction, Greensboro, N.C.; Texas Hobby Auto Auction, Houston; Interstate Auto Auction, Mercer, Pa.; Nashville Auto Auction, Nashville, Tenn.; Skyline Auto Exchange, Fairfield, N.J.; and 166 Auto Auction, Springfield, Mo.

Used Car Sales
Auction Averages

January 89	$5,545
Month ago	$5,001
Year ago	$5,522

General Motors

Feb. 14 — Southern Auto Auction, East Windsor, Conn.; Dallas Auto Auction, Grand Prairie, Texas; and Manheim Auto Auction, Manheim, Pa.

Feb. 15 — Atlanta Auto Auction, Atlanta; Puget Auto Auction, Auburn, Wash.; Baltimore-Washington Auto Exchange, Baltimore; Clanton's Auto Auction, Darlington, S.C.; Mississippi Auto Auction, Hattiesburg, Miss.; Omaha Auto Auction, Omaha, Neb.; and Southern California Auto Auction, Fontana, Calif.

Feb. 16 — Arena Auto Auction, Chicago; Ohio Auto Auction, Grove City, Ohio; St. Louis Auto Auction, Bridgeton, Mo.; Utah Auto Auction, West Bountiful, Utah; and Mid Ark Auto Auction, N. Little Rock, Ark.

Feb. 17 — Aptco Auto Auction, Taylor, Mich.

Model Breakdown
Auction Averages

	JAN. 1989	DEC. 1988	NOV. 1988
1989 ...	$12,109	—	—
1988 ...	$8,612	$9,894	$9,514
1987 ...	$7,136	$7,686	$7,330
1986 ...	$5,944	$4,874	$5,997
1985 ...	$4,873	$4,747	$5,077
1984 ...	$3,760	$3,723	$3,721
1983 ...	$2,795	$2,776	$2,948
1982 ..	$2,246	$2,343	$2,228
Overall Average	$5,545	$5,824	$5,204

AUCTION DIRECTORY

NOTICE

Our Offices will be closed Monday, February 20
The deadline for our Feb. 27 issue will be
Thursday, Feb. 16, No Later Than 5 P.M.

INVESTOR WITH CASH — I will invest the cash to buy-in or buy you out totally. Factory approval assured. Replies in confidence. Auto dealerships or auctions. Call Dr. Lehman at 717-274-7619.

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Todd Auto Auction, Old Route 309, P.O. Box 380, Telford, Pa. 18969. 215-721-1300 or 800-234-TODD. Next Sale — Feb. 16th.

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Harrisburg Auto Auction
Sale Thursday, 11:30 A.M.
— Five Action Packed Lanes —
"The Auction Designed With You In Mind"
Contact: Chip or Stan, 717-697-2222
P.O. Box 368, Mechanicsburg, Pa. 17055

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SALE TUESDAY, 10:30 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

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Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

SOUTH CAROLINA

Clanton's Auto Auction, P.O. Box 51, Darlington, South Carolina, 803-393-2861. Sale every Thurs., Regular Consignment, 11 a.m. & Early Bird, 9 a.m. (repos & lease units).

TENNESSEE

Memphis Auto Auction, 2650 Mt. Moriah Rd, Memphis, Tenn. 38115. 901-794-7700. Sale every Tuesday at 11 AM. Mid-South's newest auto auction.

TEXAS

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"Come Meet The Tuesday Team"
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2717 E. Main, Grand Prairie, TX 75050
EVERY TUESDAY 11:00 AM
Full Fleet/Lease Service, *Airport Pickup*
For Information, Call: (214) 642-3900

TEXAS

San Antonio Auto Auction (div. of GECAA), 1500 Ackerman Rd., San Antonio, Texas 78219. Sale every Weds. Contact: Frank Post or Michael Milikien, 512-661-4200.

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TEXAS

Fort Worth Auto Auction (div. of GECAA), 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Tuesday. Contact: George Horton, 817-626-5494.

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

WISCONSIN

Metro Milwaukee Auto Auction. Sale every Wednesday. FMC, GMAC, all leasing. 414-835-4436, Caledonia, Wisconsin.

do business in the back of Automotive News

For sale: Alabama Toyota outlet

Enterprising dealer strikes gold with ad flyer at NADA parley

By Edward Lapham
AUTOMOTIVE NEWS STAFF REPORTER

Hamp Griffin wanted to sell his Toyota store in Enterprise, Ala.

He tried business-for-sale classified ads in The Wall Street Journal, Automotive News and other trade publications plus daily newspapers in Miami; London; Amsterdam, Netherlands; and major metropolitan areas in the United States and Western Europe.

"As soon as people found out it was in Alabama, they lost interest," Griffin said. "I guess it's because the overall economy in Alabama is so bad.

"When people think about buying dealerships, they think of Florida."

Griffin, who also owns a Volvo store in nearby Mobile, was frustrated, but three days before the National Automobile Dealers Association convention in New Orleans, he had a brainstorm.

So he called the people who design his newspaper advertising and had them design a flyer offering to sell the dealership.

As a result, the flyer looked just like a newspaper ad announcing a special new-car sale, right down to the crossed-out blue-sky number of $650,000. "This week: $250,000," the flyer proclaimed.

Griffin had thousands printed in red ink and sent to New Orleans.

In New Orleans, Griffin paid workers at various hotels 50 cents a sheet to place the flyers outside the doors of NADA convention attendees.

It worked.

"I've got a buy-sell," he said in a telephone interview last week. Griffin said the prospective buyer is a three-store chain, and the two parties are still negotiating about some of the details, including whether the new owner will buy or rent the real estate.

"I sold the dealership just like I sell cars," Griffin said. "And I got my price."

NADA conventioneers found this ad at hotel-room doors; it worked

Van alternative
The Luxury Transportation Motorcoach, designed as an alternative to conventional vans for use by hotels and livery services, is being prepared by Corporate Coachworks of Springfield, Mo. Starting with a Mercury Grand Marquis, the company lengthens and widens the car, providing seating for up to 10 guests and an oversized luggage compartment.

Chevy, Disney a team

Promotion ties Lumina intro, theme park

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

Chevrolet will use the power of Walt Disney Co. in what some say is the division's biggest and most important introduction — the launch of its three new Lumina vehicles.

Chevrolet announced last week a joint promotion with Disney to market the new vehicles to young families. The promotion will introduce the Lumina sedan, coupe and all-purpose vehicle and promote the entertainment conglomerate's new Disney MGM Studios Theme Park in Orlando, Fla.

Chevrolet will use animated Disney characters such as Mickey Mouse and Donald Duck in Lumina advertising. The new Disney-MGM Studios, which opens May 1, will be used as a backdrop. Disney will also show Luminas in ads for the new studio.

A sweepstakes promotion for both companies will award Lumina vehicles and Disney vacations. Consumers will sign up for the sweepstakes at Chevrolet dealerships. Dealers will receive more information on the promotion during a March 1 dealer meeting in Orlando.

Advertising for both companies will mention that Lumina is the official line of vehicles for the Disney-MGM Studios. All Chevrolet advertising will be created and handled by Lintas:Campbell-Ewald, Warren, Mich., which has been working with Disney on animation in the Lumina television spots.

"You have the premier family transportation company and the premier family entertainment company. The whole thing screams family. The matchup is excellent," said Steve McAvoy, Chevrolet passenger car marketing manager.

The first spots will air March 29 on the Academy Awards broadcast and will show all three Lumina vehicles even though only the sedan will be available at that time, McAvoy said. Chevrolet officials are hoping to launch the Lumina coupe in July and the APV in the fall.

Lumina print ads will break in April or May in general-interest magazines.

McAvoy said adverting for a cargo version of the APV will target light industry. A "Eurosport" version of the sedan, to be introduced later, will target enthusiasts.

Chevrolet expects the Lumina to be its highest-volume line in the 1990s.

AUDIT

FROM PAGE 1

said. "It (the check) is strictly a benefit."

But Chevrolet doesn't necessarily see things the same way.

Chevrolet General Marketing Manager Michael Erdman, who was shown copies of both the Saks Fifth Avenue gift certificate and the $2,000 check by Automotive News, said gifts to dealers do not qualify as administrative expenses.

He added that money given to dealers to attend a convention falls into a gray area and will have to be reviewed during the audit. If Chevrolet or GMC finds any misuse of advertising funds, it may ask the dealer group to pay for the program instead of using money from the assessment, according to officials from both divisions.

GMC Truck and Chevrolet are asking all their dealer advertising associations to submit financial data and proof of advertisements to verify that funds were spent appropriately. Data will be reviewed by field personnel and the division, according to a GMC dealer advertising representative.

The audit is to make sure each group spent at least 90 percent of its budget on advertising.

The remaining 10 percent may be used for administrative expenses, Erdman said. Administrative expenses can include off-site meetings, legal expenses related to advertising and the salary of an advertising director, he said.

Asked how Chevrolet planned to stop a misuse of advertising funds, Erdman said: "You really don't stop it. You'll always find people beating the system."

The advertising assessment program helped Chevrolet narrow its gap with Ford Division in spending on local advertising, Erdman said. He said the division is now almost even with Ford.

During the fourth quarter of 1988, Ford and its dealer groups were slightly ahead of Chevrolet in local television spending. Ford and its dealer groups spent $32.39 million on local television compared with $32.29 million for Chevrolet and its dealer groups, according to Broadcast Advertisers Report, a service that measures advertising on broadcast media.

By comparison, Ford and its dealers spent $25.27 million on local television during the fourth quarter of 1987 while Chevy and its dealers spent $22.36 million.

Observers said Chevrolet currently trails Ford in local television ad spending because ad dollars are generated on a per-vehicle basis and Ford is selling more vehicles than Chevrolet.

Robert Burger, Chevrolet general manager, said the division has not enjoyed the full impact of the 1 percent program yet.

"It's too early to tell," he said. "The monies are just now being generated and distributed to the dealer associations and their programs are just now starting to take effect. The bottom line is that it's going to have a tremendous impact."

Burger said that next to good products, the increase in dealer association funds will be the biggest factor in helping Chevrolet regain and maintain sales leadership.

Hugh Trenkamp, senior vice president and management director of the regional advertising group for J. Walter Thompson, Ford Division's national advertising agency, said Ford dealers in some parts of the country have been concerned about Chevy's new local advertising strength.

"We believe that the Chevrolet dealer associations are now outspending the Ford dealer associations in many markets," he said. "The 1 percent program has been discussed over the last 18 months. Some (Ford dealers) would like it, some wouldn't. It has put some pressure on (Ford dealers)."

J. Walter Thompson is the advertising agency for 45 of the 65 Ford Dealer Advertising Fund committees, Trenkamp said.

Chevrolet and GMC dealers receive 25 percent of their contributions to advertise their own stores.

INVENTORIES

DOMESTIC DAYS' SUPPLIES

	Feb. 1, 1989	Jan. 1, 1989	Feb. 1, 1988
Alliance	—	—	119
Eagle	—	—	58
Premier	185	166	167
Total Eagle	185	166	137
Horizon	114	134	63
Laser	100	—	—
Sundance	91	70	98
Turismo	—	—	143
Reliant	72	64	94
Acclaim	63	42	—
Caravelle	108	120	72
Gran Fury	46	43	80
Total Plymouth	86	75	88
LeBaron K	80	94	159
LeBaron J	96	79	132
LeBaron GTS	169	154	176
Fifth Avenue	136	195	96
New Yorker C	52	44	87
New Yorker E	193	177	140
Total Chrysler	81	71	124
Omni	123	125	76
Shadow	86	67	88
Charger	—	—	164
Daytona	128	118	73
Aries	68	53	99
Lancer	215	246	209
Spirit	69	29	—
Diplomat	56	52	148
Dynasty	62	38	73
Dodge 600	136	116	70
Total Dodge	87	65	91
CHRYSLER MTRS.	89	73	101
Escort	90	94	86
Mustang	87	79	84
Tempo	86	55	46
Taurus	78	59	64
Thunderbird	81	57	82
Probe	85	76	—
Crown Victoria	83	74	59
Total Ford Div.	81	69	69
Tracer/Lynx	152	165	86
Topaz	73	66	55
Sable	100	77	63
Cougar	72	54	104
Grand Marquis	57	61	52
Total Mercury	84	76	72
Continental	42	29	26
Lincoln	61	45	82
Mark VII	145	124	74
Total Lincoln	65	48	70
Total L-M Division	78	66	71
FORD MOTOR CO.	80	68	70
Skyhawk	205	167	109
Somerset/Skylark	125	118	114
Century	87	72	73
Regal	141	91	74
LeSabre	85	63	72
Reatta	261	177	67
Electra	127	101	54
Riviera	111	66	60
Total Buick	112	85	75
Cimarron	34	26	145
Allante	146	262	203
Seville	86	56	65
DeVille	61	42	67
Brougham	111	56	153
Eldorado	104	78	61
Total Cadillac	74	51	83
Chevette	—	—	142
Geo Prizm/Nova	129	94	206
Cavalier	74	49	75
Camaro	106	75	166
Celebrity	78	62	96
Corsica/Beretta	115	99	108
Monte Carlo	78	51	191
Caprice	112	64	102
Corvette	156	110	141
Total Chevrolet	97	71	110
Firenza	—	—	92
Calais	116	104	89
Cutlass Ciera	65	65	48
Cutlass Supreme	95	92	89
Olds 88	115	95	67
Olds 98	90	70	60
Toronado	143	107	68
Total Oldsmobile	91	83	66
Fiero	109	64	124
Pontiac 1000	—	—	50
Sunbird	84	52	64
Firebird	164	116	116
Grand Am	68	39	59
Pontiac 6000	112	70	51
Grand Prix	76	100	126
Bonneville H	126	92	57
Paris./Safari	137	107	63
Total Pontiac	92	67	67
GENERAL MTRS.	95	73	64
HONDA	30	12	17
MAZDA	67	69	52
NISSAN	64	56	75
TOYOTA	18	20	22
VOLKSWAGEN	—	—	147
DOM. TOTAL	85	67	79
Subcompact	62	50	64
Compact	75	56	68
Intermediate	89	72	67
Standard	90	68	72
Specialty	167	117	133

Stocks reach 84 days as sales pace falters

By Philly Murtha
AUTOMOTIVE NEWS STAFF REPORTER

Combined inventories of U.S.-built and imported cars grew last month to equal an 84-day supply on Feb. 1.

Bitter weather in some areas may have kept customers out of showrooms in January, according to some dealers, thereby adding to the inventory bulge. January car sales slipped 5.53 percent below the year-ago total.

On Feb. 1, combined stocks of U.S.-built and imported cars totaled 2,406,310, 6.91 percent higher than the month-earlier total of 2,250,831, which equaled a 67-day supply.

Combined car inventories were 2.89 percent — or 67,512 units — fatter than on Feb. 1, 1988, when there were 2,338,798 cars in stock. That represented a 77-day supply.

On Feb. 1, there were 1,724,158 U.S.-built cars in stock, equal to an 85-day supply. That compares with a 67-day supply on 1,585,922 units in stock one month earlier.

U.S.-built car stocks on Feb. 1 were 2.82 percent higher than a year ago when there were 1,676,858 cars on hand, representing a sluggish 79-day supply.

Import-car stocks rose to 682,152 on Feb. 1, which represented an inflated 82-day supply. Last month, there were 664,909 unsold imported cars on hand, equal to a 67-day supply.

One year ago on Feb. 1, import-car inventories totaled 661,940 units, equal to a 72-day supply.

For the time of year, however, dealers told Automotive News that stock levels were stable and not too worrisome.

"We're still short on the very desirable models: the Grand Voyager and Voyager LE and the New Yorker Landau," said Lou Turiano, general sales manager for Bill Luke Chrysler-Plymouth, Phoenix, Ariz. He said his store is in good shape with a 60-day supply.

"Traffic was down," said Keith Vincent, new-car sales manager at College Park (Md.) Volkswagen. "Customers are recovering from the Christmas cold; we have a 60- to 75-day supply."

An 80-day supply is a little high for February, according to Steve Bird, new car and truck sales manager at Bud Young Chevrolet-Oldsmobile, Shellby, Ohio. He said his store is short on trucks.

"We're right where we want to be, with about a 45-day supply," said Jack Lebo, new-car sales manager, Miami Lincoln-Mercury. "We lost about 25 car sales during the riots. We're back on track now. Sables are profitable and any Continentals sell. Cougars are not selling, probably because of the problems reported."

Import makes with stocks that grew to 130 to 265 days included: Isuzu, Suzuki, Porsche, VW, Alfa Romeo, Yugo and all General Motors and Chrysler Motors captives.

All seven domestic producers reported higher days' supply numbers, and Toyota was the only one of the seven to reduce combined domestic and import-car inventories from Jan. 1.

GM stocks, including captives, totaled 967,069, equal to a 98-day supply. That was up 8.14 percent from 894,303 on Jan. 1, which equaled a 75-day supply.

Ford Motor Co.'s combined car stocks climbed 10.24 percent to 567,200, equal to an 82-day supply. A month ago, Ford had 514,500 cars in stock for a 70-day supply.

Including captives, Chrysler Motors had 307,116 cars in stock on Feb. 1. That represented a 102-day supply. Stocks were 2.58 percent higher than on Jan. 1 when unsold cars stocks totaled 299,403, equal to 85 days' worth.

Toyota was able to lower its transplant and import car stocks by 18 units to 52,110, equal to a 28-day supply. Last month it had 52,128 cars, representing a slightly lower 20-day supply.

Honda's stocks of U.S.-produced and import cars more than doubled during January. On Feb. 1, Honda's combined car stocks were 71,571, equal to a 38-day supply. Honda began last month with 32,674 unsold cars, equal to a meager 13-day supply.

Nissan's combined car stocks were 125,437, equal to an 85-day supply on Feb. 1. On Jan. 1, Nissan had 4.86 percent fewer cars in stock or 119,619 units, representing 80 days' worth.

Mazda also had higher U.S.-built and import car stocks on Feb. 1. Inventories rose to 53,059, representing a 62-day supply. At the beginning of January, Mazda had 44,431 cars in stock, equal to a 57-day supply.

The import car and truck stockpile on Feb. 1 grew to 845,733, representing an 81-day supply. That was up from 821,907 cars and trucks a month earlier, when there was a 67-day supply.

Feb. 1 import-truck stocks grew to 163,581 units — a 79-day supply.

IMPORT DAYS' SUPPLIES

	Feb. 1, 1989	Jan. 1, 1989	Feb. 1, 1988
Chevrolet	173	141	166
Chrysler/Mitsubishi	202	188	180
Acura	71	65	18
Daihatsu	85	83	45
Honda	29	14	15
Isuzu	176	188	168
Mazda	56	55	57
Mitsubishi	104	105	107
Nissan	91	86	133
Subaru	96	79	83
Suzuki	237	—	—
Toyota	30	19	25
JAPAN	75	56	71
Audi	123	159	133
BMW	79	86	80
Mercedes-Benz	63	31	52
Merkur	90	180	154
Porsche	166	80	139
VW	158	131	75
GERMANY	112	95	79
Alfa Romeo	137	125	77
Festiva	117	136	121
Hyundai	62	66	41
Jaguar	36	36	40
Peugeot	96	95	129
Pontiac	144	75	152
Eagle/Renault	182	224	64
Saab	81	81	90
Sterling	80	155	91
Volvo	53	94	72
Yugo	265	148	140
Other Countries	88	90	73
Total Import Cars	82	66	72
Geo Tracker	130	—	—
Isuzu	134	103	92
Mazda	74	79	66
Mitsubishi	103	107	65
Nissan*	49	47	98
Range Rover	6	21	34
Suzuki	178	99	63
Toyota	49	37	36
Chrysler	173	153	144
Total Imp. Trucks	79	68	73
Total Imp. Vehicles	81	67	72

*Includes domestic vehicles.

PRODUCTION

Truck output highest ever for January

Truckmakers continued breaking monthly records as they opened the year with a January total of 381,272, the highest output ever for that month. It topped the previous peak of 336,734 in January 1979.

Last month's truck production was 19.90 percent above the December total of 317,999 and was 15.05 ahead of the year-ago month's 331,392.

The growing light-duty truck market has kept the truckmakers' weekly schedules a bit above 90,000 for several weeks; during the past couple years, the weekly schedules were in the mid-80,000 range.

Last week's estimated truck output of 90,364 dipped 5.31 percent from the prior week's 95,427 but increased 10.42 percent over the year-ago week's 81,834.

So far this year, 531,718 trucks have been assembled, 7.32 percent more than the 495,443 completed last year at this point.

Carmakers built 638,129 units in January, 12.45 percent more than December's 567,492 and 33.75 percent above the year-ago month's 477,103 when several plants were idled for inventory adjustment.

Last week's scheduled car production totaled 153,941, slightly below (0.80 percent) the previous week's 155,188 but 15.63 percent more than the year-ago week's 133,137.

Companies split last week's targeted production as follows:

General Motors, 48.30 percent; Ford Motor Co., 24.98 percent; Chrysler Motors, 12.41 percent; Honda of America Manufacturing, 5.37 percent; Mazda Motor Manufacturing (U.S.A.) Corp., 3.14 percent; New United Motor Manufacturing Inc., 2.60 percent; Nissan Motor Manufacturing Co. U.S.A., 1.52 percent; Toyota Motor Manufacturing U.S.A., 1.26 percent; and Diamond-Star Motors, 0.42 percent.

Truck mark set in Canada, too

Canadian truckmakers set a January record while car output slipped to the lowest January total in six years.

Truck output of 86,281 for January not only topped car output for the month but surpassed the previous January high point of 81,115, which was reached in 1986.

January's truck build was 21.23 percent more than December's 71,174 and 17.11 percent above the year-ago month's 73,674.

Last week's scheduled truck production of 21,342 was slightly lower (0.22 percent) than the previous week's 21,389 but 14.77 percent more than last year's 18,596.

Car output last month totaled 80,125, the lowest January figure since the 75,937 built in 1983. Last month's car output was 33.99 percent more than December's 59,799 but 7.28 percent below the year-ago month's 86,420.

Automakers scheduled assembly of 22,247 units last week, 5.89 percent more than the prior week's 21,009 and 2.34 percent more than the year-ago week's 21,739.

U.S. CAR	Week Ended Feb. 11, 1989	Week Ended Feb. 13, 1988	Week Ended Feb. 4, 1989	Jan. Total	Jan. 1 to Feb. 11, 1989	Jan. 1 to Feb. 13, 1988
Horizon	0	1,826	0	0	0	9,949
Sundance	2,300	2,063	2,390	11,258	14,959	12,816
Reliant	0	2,753	0	0	0	10,248
Acclaim	2,400	0	2,015	5,927	9,653	0
Caravelle	0	448	0	0	0	2,352
Gran Fury	0	328	0	0	0	1,385
Total Plymouth	4,700	7,418	4,405	17,185	24,612	36,750
LeBaron K	0	495	0	0	0	1,596
LeBaron J	2,200	1,173	2,288	10,290	13,847	900
LeBaron GTS	300	131	367	1,135	1,660	915
N. Yorker C-Class	2,200	2,310	2,383	10,609	14,733	10,641
Fifth Avenue	0	1,087	0	0	0	7,349
Total Chrysler	4,700	5,196	5,538	22,034	30,240	21,401
Omni	0	1,868	0	0	0	9,653
Daytona	2,200	761	2,284	10,331	13,910	600
Shadow	2,500	2,250	2,604	10,718	14,794	12,935
Aries	0	1,842	0	0	0	8,032
Dodge 600	0	483	0	0	0	2,011
Dynasty	2,900	2,359	3,552	13,729	18,976	11,443
Lancer	100	265	181	925	1,121	1,428
Spirit	2,000	0	2,178	6,366	9,841	0
Diplomat	0	490	0	0	0	2,103
Total Dodge	9,700	10,318	10,799	42,069	58,442	48,205
CHRYSLER MOTORS	19,100	22,932	20,742	81,288	113,294	106,356
Escort	7,910	8,692	7,980	37,420	50,112	53,696
Mustang	4,260	4,569	4,485	17,756	24,711	27,436
Tempo	3,213	3,582	3,292	16,442	21,630	24,929
Taurus	7,949	7,909	7,365	35,567	48,237	47,885
Thunderbird	4,055	3,470	4,505	15,000	22,024	19,516
Total Ford Div.	27,387	28,222	28,247	122,185	166,714	173,456
Topaz	1,297	1,261	1,273	6,123	8,151	9,645
Cougar	2,694	2,300	2,996	12,029	16,693	15,101
Sable	2,400	2,724	2,536	12,272	16,152	13,630
Total Mercury	6,391	6,285	6,805	30,424	40,996	38,376
Continental	1,403	670	1,558	6,768	9,104	4,771
Mark VII	468	440	774	3,364	4,293	3,461
Lincoln	2,809	2,219	2,340	10,149	14,362	18,481
Total Lincoln	4,680	3,329	4,670	20,281	27,759	26,733
Total L-M Division	11,071	9,614	11,475	50,705	68,755	65,109
FORD MOTOR CO.	38,458	37,836	39,722	172,890	235,469	238,565
Skyhawk	206	851	262	2,018	2,351	3,723
Skylark/Somerset	1,310	285	1,304	2,787	4,892	3,593
Century	1,445	1,204	3,249	14,239	17,609	5,639
Riviera	631	189	604	2,592	3,581	646
Electra	1,959	1,249	2,005	7,631	10,774	8,482
LeSabre (fwd)	1,848	2,400	1,526	1,135	3,920	14,255
LeSabre (rwd)	200	94	209	864	1,188	580
Reatta	0	85	0	766	766	378
Total Buick	7,599	6,357	9,159	32,032	45,081	37,296
Cimmaron	0	290	0	0	0	1,725
Eldorado	744	640	721	3,031	4,210	2,166
Seville	651	478	516	2,293	3,241	1,592
Brougham (rwd)	1,250	0	957	4,572	6,289	0
Deville (fwd)	4,760	3,614	4,740	18,029	25,623	22,746
Allante	75	60	75	315	435	140
Total Cadillac	7,480	5,082	7,009	28,240	39,798	28,369
Cavalier	8,158	6,644	8,855	37,257	50,818	34,423
Camaro	2,510	1,218	2,546	10,419	14,487	5,022
Celebrity	3,120	4,350	3,697	18,839	23,976	15,127
Corsica/Beretta	9,470	7,849	9,138	37,427	52,360	40,032
Caprice	3,980	4,540	3,281	14,498	20,239	26,238
Corvette	525	451	523	2,058	2,898	2,501
Total Chevrolet	27,763	25,052	28,040	120,498	164,778	123,343
Calais	2,290	1,918	2,316	4,836	8,501	12,491
Firenza	0	436	0	0	0	2,068
Cutlass Ciera	1,775	0	1,672	7,018	9,792	0
Cutlass Supreme	3,660	1,847	3,516	12,240	18,065	9,988
Toronado	222	381	328	1,310	1,719	1,281
88 (fwd)	3,914	3,240	4,042	14,702	21,984	19,882
88 (rwd)	143	257	154	928	1,143	1,812
Olds 98	2,184	1,755	2,254	8,273	11,831	10,237
Total Oldsmobile	14,188	9,834	14,282	49,307	73,035	57,759
Sunbird	2,806	2,470	3,000	10,058	14,784	13,368
Grand Am	5,100	4,760	4,989	20,239	28,378	28,880
Firebird	1,605	779	1,376	6,557	8,965	4,830
Grand Prix	4,060	1,823	0	12,001	16,061	3,646
Pontiac 6000	1,325	621	2,222	9,249	11,861	1,929
Bonneville	2,315	1,973	2,012	8,142	11,665	11,662
Safari/Parisienne	110	159	109	456	628	709
Fiero	0	389	0	0	0	683
Total Pontiac	17,321	12,974	13,708	66,702	92,342	65,707
GENERAL MOTORS	74,351	59,299	72,198	296,779	415,034	312,474
DIAMOND-STAR	648	0	531	2,283	3,253	0
HONDA	8,270	7,287	8,407	32,087	45,793	42,562
Civic	2,705	1,620	2,822	10,865	15,321	9,997
Accord	5,565	5,667	5,585	21,222	30,472	32,565
MAZDA†	4,834	1,176	5,699	20,260	28,834	5,478
NISSAN	2,340	1,326	2,352	9,971	13,744	8,041
NUMMI	4,000	3,281	3,603	14,665	20,874	18,302
Corolla	1,600	1,232	1,512	6,609	9,141	6,081
Geo Prizm/Nova	2,400	2,049	2,091	8,056	11,733	12,221
TOYOTA	1,940	0	1,934	7,906	11,006	0
VOLKSWAGEN	0	0	0	0	0	5,782
Golf/GTI	0	0	0	0	0	3,982
Jetta	0	0	0	0	0	1,800
Total Cars, U.S.	153,941	133,137	155,188	638,129	887,303	737,560
Total Cars, Canada	22,247	21,739	21,009	80,125	115,314	134,171
U.S., Canada Cars	176,188	154,876	176,197	718,254	1,002,617	871,731
U.S., Canada Cars and Trucks	287,894	255,306	293,013	1,185,807	1,655,454	1,478,045

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes the MX-6 and Ford Probe.

CANADIAN CAR	Week Ended Feb. 11, 1989	Week Ended Feb. 13, 1988	Week Ended Feb. 4, 1989	Jan. Total	Jan. 1 to Feb. 11, 1989	Jan. 1 to Feb. 13, 1988
Premier	1,275	1,652	1,283	4,391	6,431	9,538
CHRYSLER MOTORS	1,275	1,652	1,283	4,391	6,431	9,538
Tempo	3,452	3,635	3,449	17,616	23,114	24,943
Topaz	1,828	1,241	1,760	5,172	8,123	9,479
Crown Victoria	2,908	2,802	2,790	11,960	16,577	16,989
Grand Marquis	2,852	2,772	2,789	11,782	16,333	16,244
FORD MOTOR CO.	11,040	10,450	10,788	46,530	64,147	67,655
Celebrity	196	252	204	860	1,177	2,751
Cutlass Ciera	3,720	4,611	3,766	16,418	22,381	24,062
Lumina	498	0	500	582	1,417	0
Pontiac 6000	0	854	0	0	0	6,535
Regal	3,688	3,192	2,630	4,165	9,648	19,402
GENERAL MOTORS	8,102	8,909	7,100	22,025	34,623	52,750
Civic	1,650	614	1,658	6,442	9,088	3,613
Accord	0	0	0	0	0	0
HONDA	1,650	0	1,658	6,442	9,088	0
VOLVO	180	114	180	737	1,025	615
Total Cars, Canada	22,247	21,739	21,009	80,125	115,314	134,171

U.S. TRUCK☆	Week Ended Feb. 11, 1989	Week Ended Feb. 13, 1988	Week Ended Feb. 4, 1989	Jan. Total	Jan. 1 to Feb. 11, 1989	Jan. 1 to Feb. 13, 1988
Caravan	2,000	2,167	2,374	9,608	13,244	11,638
Dakota	2,200	0	2,290	9,075	12,642	12,622
Mini-Ram Van	100	369	223	883	1,126	1,830
Pickups	2,200	0	2,279	9,071	12,626	5,299
Total Dodge	6,500	2,536	7,156	28,637	39,640	32,389
Cherokee	5,000	3,230	4,206	17,639	25,279	22,156
Commanche	800	846	695	2,983	4,241	6,049
Grand Wagoneer	300	350	350	1,455	1,965	1,794
Wagoneer	200	224	184	868	1,165	1,712
Total Jeep	6,300	4,650	5,435	22,945	32,850	31,711
Voyager	1,900	1,987	2,479	9,693	13,196	10,585
Total Plymouth	1,900	1,987	2,479	9,693	13,196	10,585
CHRYSLER MOTORS	14,700	9,173	15,070	61,275	85,486	74,685
Aerostar	4,960	4,433	4,995	22,257	28,168	27,405
Bronco	1,729	1,259	2,168	8,288	11,438	7,562
Bronco II	2,835	3,039	3,224	11,564	16,458	18,640
Econoline	5,237	5,205	5,190	21,538	29,883	30,332
Heavy trucks	1,315	1,294	1,325	5,496	7,611	7,952
Light trucks	11,257	10,064	12,034	47,946	66,660	59,112
Ranger	7,617	7,550	8,733	30,174	43,501	43,768
Total Ford Div.	34,950	32,844	37,669	145,263	203,719	194,791
FORD MOTOR CO.	34,950	32,844	37,669	145,263	203,719	194,791
Astro	3,207	3,240	3,274	14,554	19,667	20,622
Blazer	498	443	637	2,414	3,344	3,293
Mediums/Heavies	0	2,180	0	1,312	0	2,119
P-Model	696	875	631	1,633	2,698	5,754
Pickups	9,367	6,105	8,949	37,032	54,469	36,233
S-10	5,852	5,327	6,537	25,454	35,379	30,969
S-10 Blazer	3,002	2,995	4,484	16,271	22,140	16,211
Sportsvan/Van	1,974	1,462	2,240	6,374	9,782	7,866
Suburban	1,458	1,209	1,825	6,683	9,318	8,557
Total Chevrolet	26,054	23,836	28,577	111,727	156,797	131,624
Jimmy	152	192	194	733	1,004	1,074
Mediums/Heavies	0	917	0	1,496	0	5,493
P-Model	121	121	117	222	404	439
Pickups	2,434	1,937	2,667	11,597	16,875	12,538
S-15	1,292	1,632	1,064	5,982	7,764	8,791
S-15 Jimmy	1,587	1,111	561	4,386	6,255	3,481
Safari	742	848	922	3,627	4,925	5,290
Suburban	446	693	661	2,755	3,665	4,586
Vandura/Rally Vans	496	721	582	2,018	2,839	5,937
Total GMC	7,270	8,172	6,768	32,816	43,731	47,629
GENERAL MOTORS	33,324	32,008	35,345	144,543	200,528	179,253
NAVISTAR	1,870	1,796	1,820	6,832	9,792	10,777
NISSAN	2,770	3,263	2,773	11,809	16,243	19,437
AM GENERAL	450	450	450	1,890	2,610	2,700
MISCELLANEOUS	2,300	2,300	2,300	9,660	13,340	13,800
Total Trucks, U.S.	90,364	81,834	95,427	381,272	531,718	495,443

CANADIAN TRUCK	Week Ended Feb. 11, 1989	Week Ended Feb. 13, 1988	Week Ended Feb. 4, 1989	Jan. Total	Jan. 1 to Feb. 11, 1989	Jan. 1 to Feb. 13, 1988
Caravan	3,084	2,989	3,379	13,863	19,033	18,153
Mini-Ram Van	210	221	207	857	1,204	1,355
Ram Wagon	690	492	675	2,866	3,967	2,256
Ram Van	1,660	1,291	1,755	7,386	10,083	5,461
Total Dodge	5,644	4,993	6,016	24,972	34,287	27,225
Voyager	2,850	2,868	2,669	11,137	15,934	17,015
Total Plymouth	2,850	2,868	2,669	11,137	15,934	17,015
Wrangler	1,700	1,058	1,671	5,110	7,831	5,775
Total Jeep	1,700	1,058	1,671	5,110	7,831	5,775
CHRYSLER MOTORS	10,194	8,919	10,356	41,219	58,052	50,015
FORD MTR. (lt. trks.)	3,648	3,271	3,459	14,617	20,336	21,569
Light trucks	3,547	2,605	3,446	14,155	20,075	19,210
Vans	1,680	1,380	1,408	6,135	8,689	7,500
Total Chevrolet	5,227	3,985	4,854	20,290	28,764	26,710
Light trucks	1,613	1,729	1,794	6,419	9,012	7,725
Vans	660	482	654	2,585	3,650	3,500
Total GMC	2,273	2,211	2,448	9,004	12,662	11,225
GENERAL MOTORS	7,500	6,196	7,302	29,294	41,426	37,935
NAVISTAR	0	210	272	1,151	1,305	1,352
Total Trks., Canada	21,342	18,596	21,389	86,281	121,119	110,871
N. American Trks.	111,706	100,430	116,816	467,553	652,837	606,314

☆—Includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.